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A Test of the Homophily Principle Using On-Line Personal Advertisements

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A Test of the Homophily Principle
Using On-Line Personal
Advertisements

A Thesis
Presented to
The Faculty of the Department of Sociology
Western Kentucky University
Bowling Green Kentucky

In Partial Fulfillment
of the Requirement for the Degree
Master of Arts

By
Amanda J. Schrock

May 2007

A Test of the Homophily Principle Using On-Line Personal
Advertisements

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A Test of the Homophily Principle
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Amanda J. Schrock May 2007 Pages 107

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With the increasing popularity and accessibility of the Internet, there is a need to reexamine dating and relationship preferences in the high-tech information age. Previously research pertaining to dating has focused on relationships and attitudes as well as the concept of homophily. In an effort to bridge the gap between previous dating conclusions and a modern means for meeting people, this research is an attempt to determine if previously established conclusions about homophily transcend to mate selection conducted through the use of the Internet. This research utilizes content analysis of online personal advertisements in order to compare the demographic characteristics and personal interests of advertisers with the characteristics and interests of those whom he or she is seeking. For this study a sample of 511 personal

advertisements was selected from a popular national website service. The sample includes advertisers living in one southern U.S. city who are seeking either heterosexual or homosexual relationships. Using deductive coding to examine demographic and interest characteristics and inductive coding to explore the self-expressed behavior of the advertiser as well as the behavior sought, the principle of homophily was examined through descriptive statistics. Consistent with the prior literature, findings for this study suggest that certain demographic characteristics such as race, education, and marital status exhibit moderate to high degrees of homophily. Findings also suggest high to moderate degrees of homophily in other demographic characteristics such as body type, smoking habits, and alcohol-drinking habits. Results also show that personal-interest variables such as playing music, gardening, and health and fitness do not show evidence of homophily. It was also concluded that females, as opposed to males, tend to seek other people who have their same characteristics and interests.

CHAPTER I

INTRODUCTION

In today's society, there are many different ways to meet a life-long partner. It has been said that the process of mate selection involves a series of social, economic, and psychological filters that gradually eliminate persons from the pool of eligible mates and narrow one's choices (Davidson and Moore 1996:322). Some people find it hard to engage in face-to-face interaction with another person, and some people are too busy to physically seek out an attractive individual who possesses the right traits and characteristics. It is lucky that there are alternatives for individuals who avoid initial face-to-face interaction and who are too busy to go "mate-hunting."

Previous research has focused on dating behavior with emphasis on motivation in dating (Skipper and Nass 1966), first-date behavior (Rose and Frieze 1989), and mate selection (Prince 1961; Prince and Baggaley 1936); however, minimal focus has been placed on using the Internet as a means for finding a mate. In the past studies have

analyzed the personal advertisements using newspapers. There are limitations when using the newspaper or other print media to publicize a personal advertisement. Due to space limitations, newspaper advertisements are "short and sweet" and often are written in a generic fashion.

With society beginning to ground itself so heavily in technological advancement, many people have considered the Internet as a helpful medium for meeting a suitable mate. According to a popular how-to book, approximately 20 million people are using some type of online dating site in the United States today (Silverstein and Lasky 2004). While for many years newspapers have offered individuals the opportunity to meet people for dating, the Internet has made this process more personal and direct. Now, individuals can create their own profiles and include any information they wish as they create advertisements for themselves that can potentially connect them with a suitable partner.

It could be assumed that the process of mate selection would be easier if a person had access to any personal profile that listed characteristics favorable for a mate. One could further stress that the process would be easier due to the fact that potential matches are made through a personal-selection process, which includes viewing a

profile and picture(s). With the Internet at the fingertips of millions of mate-seekers, could it be that the process of mate selection has been made easier? The advantage in analyzing online personal advertisements is that the advertiser has ample space to provide personal information including a detailed summary of interests and or characteristics as well as a detailed summary of interests and characteristics desired in those he or she is seeking. Advertisers have the luxury of being able to label and identify characteristics about themselves and are also able to list desirable characteristics and interests in hopes of finding that "ideal" mate.

This study seeks to expand our knowledge of dating and mate-selection by examining a sample of advertisements posted on a popular website available to individuals throughout the United States. The study focuses exclusively on a sample of men and women, living within five miles of a large southern city, who posted a personal advertisement on this popular website. This study looks at exactly who is submitting these online personal advertisements as well as whom submitters are seeking for relationships in terms of their interests and characteristics. The research specifically examines the extent of homophily between the self-described

characteristics of the advertiser and the characteristics the advertiser is seeking. The word homophily refers to the level of "sameness" or to the extent of similarities that are present between the self-described characteristics and interests of the advertiser and the characteristics and interests the advertiser is seeking in a mate.

As previously mentioned, the phenomenon of online dating has been understudied. This study is an attempt to bridge a gap between findings from previous work, which has analyzed personal advertisements from newspapers and other sources of print media. Holding to the same theoretical concepts used in several prior studies conducted on mate selection, this research tests the principles of homophily as it applies to mate selection using on-line personal advertisements.

CHAPTER II

LITERATURE REVIEW

Sociologists for several decades have studied the tendency of people to associate with other individuals similar to themselves. Lazarsfeld and Merton (1954) introduced the term "homophily" to explain this tendency to associate with others who possess similar characteristics and interests. More recently homophily is said to imply that distance in terms of social characteristics translates into network distance, the number of relationships through which a piece of information must travel to connect two individuals (McPherson, Smith-Lovin, and Cook 2001).

The Concept of Homophily

Homophily is used to focus on and to describe the interaction that occurs between people. It is the principle that a contact between similar people occurs at a higher rate than among dissimilar people (McPherson et al. 2001). Since the term came about, many sociologists have looked at the phenomenon of homophily in several different contexts. It is a concept that has proven useful in

studying research questions in criminology, community studies, and mate selection.

Early studies of homophily were conducted by ethnographic observers who concentrated on small groups in order to ascertain the ties between members (McPherson et. al. 2001). Through the years, studies have shed light on the way homophily impacts social interaction through early adolescence in the forming of friendships (Kandel 1978) as group members maintain their membership based on similar values, attitudes, and activities (Popielarz and McPherson 1995). Research has also shown how this shared knowledge increases group stability (Carley 1991).

Sexuality and Gender

According to previous literature, variables such as sexuality and gender have tended to impact homophily in relationship and friendship choices. Sexuality has been explored with regard to early trends, relationship composition, and adolescent behavior. Accordingly gender has also been explored in the same areas.

A decade review of sexuality has been conducted by Christopher and Sprecher in which they looked at, among other things, sexuality in gay and lesbian committed relationships and trends in sexual behaviors in dating relationships (2000). Literature was reviewed pertaining

to major theoretical and methodological advancements in regards to sexuality in dating over the past decade (Christopher and Sprecher 2000). Sexuality serves to categorize the different combinations between men and women that results in the formation of a dating relationship for which homophily can be examined.

In analyzing early adolescent friendship choices with regards to sexuality, Billy, Rodgers, and Udry (1984) conducted a study on junior high students. It was discovered that females, both black and white, tend to pick friends whose sexual behavior is like their own, but sexuality did not seem to be a factor in male friendship choices.

Homophily in Demographic and Social Characteristics

Empirical evidence supports the statement that strength of liking and association is related to the degree of similarity on a variety of attributes, values, and personality traits (Kandel 1978). For example, the prior literature has shown that certain demographic and social characteristics have proven to be highly intertwined with homophily, especially in the formation of friendships. Focusing on adult friendships, Verbrugge (1977, 1983) examined the structure of adult friendship choices by

looking at bias in status-similarity. In analyzing adult friendships it was determined that demographic characteristics tend to show more bias towards homogeneous choices compared to other characteristics (Verbrugge 1977). Findings specifically suggested that a homogeneity bias appears for socioeconomic and demographic characteristics, ethnic background, political/religious preference, age, sex, and marital status (Verbrugge 1977; 1983).

Prior research has also examined the impact of similar interests among associates. Feld looked at the focused organization of people in order to explain interrelationships between networks and other aspects of social structure (1981). Using a focus-theory approach, Feld noted that a group's activities are organized by a particular focus to the extent that two individuals who share that focus are more likely to share joint activities with each other than are two individuals who do not have that focus. This finding would imply that people who share a common activity might have a greater bond. Once there is a tie between two individuals, these individuals will tend to find and develop new foci around which to organize their joint activity (Feld 1981). Feld also concluded that the more ties within a set of individuals, the more likely it

is that a common focus will be developed and thus previously untied pairs will become tied (1981).

In a second piece of research Feld (1982) showed how the social structuring of activity leads people to develop relationships with others who are similar to themselves. Among the many points made in the study, he noted that most relationships originate in repeated interactions organized around foci of activities. It was concluded that the homogeneity of focused sets may also be an important cause of homophily of attitudes, behaviors, and social statuses.

It is important to note that sociologists have also observed that there are gender differences in social relations. Studies increasingly suggest that personal relations of men and women differ (Fischer and Oliner 1983). Fischer and Oliner (1983) have noted that there are two ways that men and women differ socially. Dispositional approaches explain gender differences in social relations by ongoing inclinations, which originate in biology, culture, or early adult socialization. Structural approaches explain differences by the various positions women and men typically occupy in the social system and their differing access to economic, political, and ideological resources of power and privilege (Fischer and Oliner 1983). The homophily of networks with regard to sex

and gender poses a remarkable contrast to that of race and ethnicity (McPherson et al. 2001). These researchers point out that race and ethnic homophily are dominated by the strong structural effects of category size and by category differences on many socially important features such as education, income, and residence. They also note that, in contrast, men and women are roughly equal in number and are linked together in household and kinship networks that induce considerable similarities in residence, social class, and other characteristics.

Homophily has also been examined in respect to social class, education, and occupation. McPherson et al. (2001) point out that these characteristics are often times said to be achieved, and researchers have found significant homophily on these characteristics as well. Social class of origin often determines neighborhood residence; education locates people in school settings; and occupation affects both workplace and voluntary associations. Marsden (1987) looked at networks of Americans and found that 30 percent of personal networks were highly homophilous on education. Results from this study were consistent with previous work done by Verbrugge (1977), who noted that education, occupation, and occupational prestige all showed roughly the same levels of homophily as religion and sex.

The principle of homophily has broader implications in sociology beyond mate selection. For example, the principle of homophily is often used to explain the overlapping nature of victimization and offending in violent crimes. A common theme throughout the literature on offending and victimization is that victims and offenders share a similar demographic profile (Daday, Broidy, Crandall, and Skylar 2005; Lauritsen, Sampson and Laub 1991). Homophily has been used in explaining that people hang out with people like themselves making it reasonable to conclude that victims in violent crimes are those who are associating with offenders. Empirical research has found similarities between victims and offenders in their demographic composition, risky lifestyles, and behaviors (Daday et al. 2005). Therefore, victims and offenders must look similar in their demographic characteristics and in their interests and lifestyles.

Homophily in Mate Selection

Specifically looking at mate selection, past research has provided a pattern or relationship between homophily and mate selection. Prior research has shown that there are certain variables where homophily is greatest, such as race, religion, social class, broad occupational groupings,

the location of residence, income, age, level of education, and intelligence (Kerckhoff 1964). It has been previously established that certain characteristics and human qualities, or variables guide people in their social interaction. These variables function to select for each of us the sort of people with whom we shall be most likely to interact (Kerckhoff 1964).

In the past homophily has been studied in the process of mate selection by personal accounts. Kerckhoff (1964) conducted a study in which one hundred fourteen engaged coeds were interviewed on the subject of their experience in the period of mate selection and found evidence that suggested there is a general tendency to become more homogamous through the mate selection period on some dimensions (education) but less on other dimensions (urbanity); some of the patterns more easily fit a theory based on variations in opportunities to meet different kinds of partners, others more easily fit a normative theory; and social changes during the selection period (geographical mobility) influence the level of and pattern of homophily.

In looking specifically at long-term relationships and marriage, demographic characteristics such as race, age, religion, marital status, and socioeconomic status have a

tendency to depict homophily. Kalmijn (1998) has noted that people tend to marry within their social group or someone close to them in status, and that sociologists have most often examined endogamy and homogamy with respect to race/ethnicity, religion, and socioeconomic status. Cultural similarity leads to personal attraction in that it is a prerequisite in getting involved with someone.

Studies of Dating

Studies have been conducted using a computer to match blind dates. College students were matched by computer and sent on a blind date in order to examine sex-differences in dating aspirations or satisfaction (Coombs and Kenkel 1966). The findings for the study can be brought to bear on the question of possible sex differentials with respect to the specific romantic notion that it is possible to feel strong attraction for someone at the first meeting. Results for this study found marked differences between the dating aspirations of males and females, with females having more rigid standards for their computer-arranged partners compared to men.

A second study compared data between married and non-married computer-matched couples. Mate selection factors were analyzed in computer matched marriages where a computer matched married group was compared with a non-

married group of individuals the computer would have matched with one of the married individuals (Sindberg, Roberts, and McClain 1972). As a consequence, no differences were found on a broad range of demographic variables or in expressed preferences for partner characteristics.

An additional study examined the possible impact of modern technology on the formation of intimate relations, where current computer dating techniques were examined and compared to the possible uses of existing interactive information-exchange systems (Jedlicka 1981). In this study interactive computers were presented as a humanizing influence in the initiation of intimate relations ranging from casual dating to marriage. The study concluded that computers could introduce a humanizing influence in personal contacts by minimizing the importance of superficial traits and allowing the expression of personality traits and personal standards of sexual behavior.

More recently researchers have begun to study the concept of homophily in online dating. Michael Hardey (2004) examined the Internet as a new mode of meeting people and forming relationships and used personal accounts to test the truthfulness of those who use the Internet. He

stated that it is not surprising that information and communication technologies, the Internet in particular, have become increasingly important in the creation and mediation of romantic attachments (Hardey 2004). In his paper he gives a history of computer-matched dates as well as his future take on the trend. The computer has been used to match strangers to each other since the 1960s, and finding dates and forming relationships on the Internet is likely to become increasingly common (Hardey 2004).

Finally, in 2005 a study was conducted in which an analysis of dyadic interactions of approximately 65,000 heterosexual users of an online dating system determined that users of the system sought people like themselves much more than chance would predict, just as in the offline world (Fiore and Donath 2005). As previously noted, there are certain variables that seem to predict homophily. Fiore and Donath (2005) found that user's preferences were most strongly same-seeking for attributes related to the life course, such as marital history and whether one wants children, but they also demonstrated significant homophily in self-reported characteristics such as one's physical build, physical attractiveness, and smoking habits.

The computer has been useful in matching strangers (Hardey 2004), while some studies have claimed no

differences in the demographic variables or expressed characteristics of those who advertise and those who are sought (Sindberg et al. 1972). Prior research has also found that there are marked differences between the dating aspirations for males and females (Coombs and Kenkel 1966) and that computers could aide in minimizing superficial traits and allow the expression of personality traits (Jedlicka 1981).

This study is an attempt to build on the existing literature by testing the homophily principle using a sample of individuals who posted personal advertisements on a popular on-line website. This study seeks to identify which self-reported characteristics or variables have the highest levels or degrees of homophily (the advertiser is seeking someone like himself/herself) compared to the characteristics and interests that do not. This study will extend prior research by including both heterosexual and homosexual advertisers, whereas prior studies have included only individuals seeking heterosexual relationships.

CHAPTER III

RESEARCH METHODS

This study is a descriptive analysis of online personal advertisements submitted to a single large, national, website that features the publication of personal advertisements. The website offers anyone the opportunity to post a free advertisement.

Study and Core Hypothesis

The website for this study was chosen based on the fact that it is accessible to anyone and free to use, and it provides very detailed information necessary for the data analyses used in this research. Advertisers have the opportunity to list characteristics and traits about themselves as well as list characteristics and traits about those that they are seeking. Some of these characteristics include age, race, religion, political affiliation, education, and employment. Advertisers also are provided with a paragraph long space entitled "in your own words" in which they can type in information about themselves, their personality, who they are looking for, or just any tidbit of information they choose to self-disclose.

In this study the core hypothesis is testing the principle of homophily is that people who submit online personal advertisements will be advertising for people like themselves.

The submitted personal advertisements, self-reported by the individual, marketing himself or herself to the public have been examined in order to gauge who is submitting these online personal advertisements and to assess the level of homophily between their self-described characteristics and the characteristics they are seeking. The research examined the similarities and differences in demographic and personal characteristics as well as interests between the self-described advertiser and the characteristics of the individual he or she is seeking. An example of an online personal advertisement is located in Appendix A.

Sample

Online personal advertisements serve as the sample for this study, and any individual can access and/or search through posted online personal advertisements on the company's website. These personal advertisements are in the public domain and available for anyone with a computer and an Internet connection to view and/or to contact the advertiser. However, Human Subjects guidelines mandate that

the confidentiality and anonymity of respondents be maintained. In order to maintain some level of confidentiality and anonymity for this study, the name of the personal advertisement website will not be mentioned and the names of advertisers will not be used in the research.

The sampling frame for this study was obtained by generating a search for males seeking females, females seeking males, males seeking males, and females seeking females aged 20 to 25 who live within five miles of a large, southeastern, metropolitan city. Again, in accordance with Human Subjects guidelines, the name of the city will not be revealed in order to protect the confidentiality and anonymity of the personal advertisements selected. Based on these search criteria, there were a total of 511 online personal advertisements obtained, which represents the total sample for this research. Of these 511 cases, there are 244 profiles in which males are seeking females, 201 profiles in which females are seeking males, 34 profiles in which males are seeking males, and 32 profiles in which females are seeking females. All profiles were printed on July 20, 2006 after permission was granted from the Institutional Review Board at Western Kentucky University. These printouts were then

coded using a coding sheet, and then the data were subsequently entered into SPSS for analyses.

Procedures

For this study, a content analysis is employed. Content analysis involves coding and categorizing text and identifying relationships among constructs identified in the text (Schutt 2006:440). A content analysis is the most useful method for this study because it allows for the specific examination of pre-existing text. Employing content analysis allows for the pre-existing text to be analyzed using both quantitative and qualitative measures (Schutt 2006:440). Each individual personal advertisement serves as the unit of analysis for this study. Each advertisement includes text that is straightforward as well as text that is somewhat subjective. After the text had been coded, it was entered into a quantitative data analysis program to examine the level of homophily present in the self-described characteristics of the advertiser and the characteristics the advertiser is seeking.

The personal advertisements provide information on each advertiser's demographic characteristics such as the sex, race, and age as well as his or her self-reported personal characteristics such as religion, education, political affiliation, employment status, and marital

status. Advertisers can also specify a variety of interests such as dancing, dining, family, and movies. For each of these areas, the advertiser can also specify what demographic characteristics and interests he or she is seeking.

For this study demographic and interest variables have been extracted from the personal advertisements and coded for the advertiser and for whom it is that the advertiser self-reports she or he desires. The easiest option for the purpose of this study was to code the text (online personal advertisements), which are self-reported by the individuals that engage in online dating.

In order to look for the existence of homophily using online personal advertisements, each individual advertisement requires both deductive and inductive coding. A code is a number that is assigned to parts of the text being analyzed. The majority of the text in each advertisement follows a specific format that requires the advertiser to pick a specific option from a drop down menu. This text allowed for codes to be developed deductively in that numbers were assigned to the options in the drop down menu. Using these drop-down boxes, the researcher deductively created more than 180 different variables with unique codes for each variable. There was also an area on

the personal advertisement where the advertiser could write a paragraph describing herself himself and provide any information on the characteristics he or she is seeking. Because each paragraph differed for each individual advertisement, these paragraphs were inductively coded to look for any potential homophily. Through the inductive coding process more than two dozen characteristics were identified and examined. The inductive coding is discussed in greater detail below.

Measures

In order to examine who is submitting online personal advertisements and who submitters are seeking for relationships in terms of their demographics and interests and also to examine the similarities and differences between the self-described advertiser and the demographics and interests of the individual being sought, variables pulled from the online personal advertisements were coded for analysis.

Variables used in this study include demographic variables such as gender, age, age desired, marital status, race, and race desired. Personal characteristics were measured using variables such as body type, body type desired, religion, religion desired, whether a picture accompanied the profile, level of education, level of

education desired, employment status, employment status desired, and the smoking preference of submitter. Personal interest characteristics include variables such as sports, television, gardening, travel, theatre, cooking, and computers/internet.

The codebook was constructed based on the information located on the website. Each person filling out and submitting a personal advertisement must choose each characteristic from a drop-down menu. Each advertiser picks from the drop-down menu the characteristic that applies to herself or himself as well as the characteristic that applies to the person whom they are seeking. For instance, if the person identified himself or herself as Caucasian then he or she would pick Caucasian from the drop-down menu. The same process applies when the advertiser is creating the section of the advertisement that lists whom he or she is seeking. In this example the advertiser may indicate that she or he is looking for someone who is Caucasian as well.

In order to construct the codebook, the options from the drop-down menu were assigned a number (starting with 1 and following consecutively until all options were numbered). For example, the variable sex had the option of male or female. In the codebook male was assigned a 1 and

female was assigned a 2. In order to obtain the age desired, no drop-down menu was utilized. The advertiser typed in any age range for which he or she was interested. Specific codes were developed for this variable by assigning a code to the lowest number in the range as well as the highest number in the range. For example if the age range desired was listed as 18-36 then the code of 1 (representing teen age years) is assigned to the age of 18 and a code of 3 (representing the thirties) is assigned to the age of 36.

In total, 181 variables were obtained deductively by assigning codes to each option listed on the drop-down menus. There were some characteristics that are listed in the advertisement that were not chosen for this study. Some of those characteristics were television-viewing habits, language spoken, and living situation. These variables were excluded for no particular reason other than when first determining what to look at the researcher mentally weighted options available on the profile and eliminated those options that seemed to be less significant for the study. These variables could certainly be studied in future research. A copy of this codebook is included in Appendix B for the reader's review.

Although it is argued that the drop-down menu limits creativity, it should also be noted that there is ample space in a separate section titled "in your own words" for the advertiser to express his or her creativity. There are some variables in the codebook that were not obtained through a drop-down menu. Codes were inductively derived and assigned to the freely written paragraphs included on every advertiser's advertisement.

Each paragraph allotted space in which each advertiser could provide additional personal information about anything he or she chose to disclose. For the 510 advertisements used in this study, the researcher inductively coded each paragraph. In doing this process, the text provided the codes that would be entered into the SPSS database.

When reading the paragraphs certain patterns of behavior emerged, such as chivalry, kindness, and independence, each of which was assigned a number (e.g., chivalry = 1, kindness = 2). Using this inductive process, a total of 26 codes were developed by reading these "in your own words" paragraphs.

For each advertisement the researcher coded a maximum of three self-described characteristics using these paragraph statements as well as three desired

characteristics. When looking at the behaviors that emerged from the advertiser, the first variable always represented the primary behavior that emerged, the second variable represented the secondary behavior that emerged, and the third variable represented any other behavior that emerged. The same process was applied using the main, secondary, and any subsequent expressed behavior desired by the advertiser. Six variables were created in the SPSS data set to reflect the possibility of an individual providing at least three self-described characteristics and three desired characteristics in these paragraphs. The 26 codes created from this inductive coding are also provided in the codebook in Appendix B.

Once the codebook was constructed, following the deductive and inductive coding process, each personal advertisement was hand coded into code sheets created by the researcher. The code sheet was created by numbering a Microsoft Excel spreadsheet from 1 to 182 (for the original codes obtained through the drop down menu) with an additional section numbered 1 to 6 (for the inductive codes obtained from the paragraphs). An example of the code sheet used for data extraction is included in Appendix C. The researcher transferred information from each personal advertisement onto this coding sheet after applying the

appropriate codes contained in the codebook to each piece of information from the printed advertisement.

After all 511 advertisements were coded and entered into these coding sheets, the data on the sheets were entered into a Microsoft Excel file. After the data were entered into an Excel file, the data were then imported into SPSS for the analyses. Once entered into SPSS, the data were then cleaned and variables were defined using the codebook developed for this study. After entering all of the variables from the deductive and inductive coding using these personal advertisements, the final SPSS dataset used for the quantitative analyses included 188 unique variables. These variables measure the characteristics and interests of the advertiser as well as the characteristics and interests that the advertiser is seeking.

A reliability analysis was also conducted for this study. A random sample of 51 cases (10%) was drawn from the original sample of 511 cases using the random sample function in SPSS. These cases were then provided to another individual who possesses a Bachelor of Arts degree in sociology and who was willing to code these 51 cases pro-bono. The volunteer research assistant used the original forms printed from the website and coded each case using the same data-extraction form provided in Appendix C.

The assistant also coded the paragraphs using the original 26 codes developed by the researcher. The results of the reliability analysis are discussed in Appendix D.

For the analyses cross-tabulations were utilized in order to determine the degree of homophily present for each self-disclosed characteristic and interest. For example, in each advertisement, the advertiser provided her or his race as well as the racial characteristic(s) she or he is seeking. For the analyses in this study, a cross-tab was created showing the relationship between the self-described race of the advertiser and the race she or he is seeking. Because the core research question and hypothesis of this study focuses on the level of homophily present in these personal advertisements, only the level of agreement or sameness is theoretically important. Therefore, in the analyses shown in the next chapter, only the level of homophily (sameness) is reported. Building on the example discussed above, the percentages shown reflect the percentage of advertisements where the advertiser's race and the race he or she is seeking are the same. The same cross-tabular analyses were conducted for all of the demographic-characteristic variables in the dataset as well as variables measuring interests and desirable characteristics.

CHAPTER IV

ANALYSES

Two types of analyses were conducted for this project. The website used for this study allows the advertiser to describe himself or herself using self-described characteristics and to specify the characteristics he or she is seeking. For the first part of this research, deductive coding was done using the predefined categories specified on the advertisement website. Each personal advertisement also contained a paragraph that allowed the advertiser to describe her or her characteristics and who they were seeking in his or her own words. These paragraphs were inductively coded. Both of these analyses are discussed separately below.

Deductive Analyses

There were some variables that depicted homophily to a larger degree than did other variables. For the purpose of this study, cross-tabs were utilized to examine the degree of homophily between the advertiser's self-described characteristics and those characteristics he or she is seeking based on the information posted on the website. In

the cross-tabs, homophily is present when the advertiser said he or she possesses some characteristic or trait and stated that she or he desired the same characteristics in another person. The percentages shown in Tables 1-4 and in Table 6 reflect the percentage of advertisements in which homophily is present.

For the purposes of this study, the degree of homophily is broken into four groupings: 1) no homophily detected, 2) low homophily, 3) moderate homophily is present, and 4) a high degree of homophily present. No homophily will represent relationships in which less than 10 percent of the advertisers self-described some characteristic and then specified seeking that characteristic in another person. Low homophily will represent relationships in which there was between 10 percent and 39 percent agreement between self-described characteristics/interests and those characteristics she or he is seeking. Moderate homophily applied to relationships in which there was 40 percent to 69 percent similarity. Finally, 70 percent or more agreement between self-described characteristics and seeking characteristics represents high levels of homophily. While detailed percentages are provided in Tables 1-4 and in Table 6, the discussion below will focus only on those relationships in

which moderate (40-69%) or high (70% and greater) homophily were detected.

Homophily of Men Seeking Women

Table 1 presents the percentage of homophily found in advertisements where men were seeking women. When looking at race, there were eleven variables specified in this study. Of those eleven variables three depicted homophily between male advertisers who specifically sought out females of the same race. This study found that moderate homophily (52.9%) existed in African-American advertisers, there was moderate homophily (50.0%) for Caucasian advertisers, and there was moderate homophily (50.0%) for advertisers who reported an "other race" and sought someone of an "other" race (meaning a race that was not listed in the on-line form).

Six variables were specified in this study to examine age. Of the six variables three depicted levels of homophily between male advertisers who sought out females who were either five years younger or older than their reported age. For advertisers who reported their age to be 20 years old and sought someone five years younger or older, moderate homophily (62.5%) existed. Moderate homophily (63.3%) also existed for 21-year-old advertisers

22-year-old advertisers (43.2%), and for 23-year-old advertisers (61.1%).

Table 1: Homophily of Men seeking Women (N = 244)

Advertiser's Characteristics	Homophily % (N)	Advertiser's Characteristics	Homophily % (N)
<u>Race</u>		<u>Religious Attendance</u>	
African American	52.9 (46)	More than once a week	16.7 (3)
Asian	0.0 (0)	Weekly	29.8 (17)
Caucasian	50.0 (69)	Monthly	7.4 (2)
East Indian	0.0 (0)	Only on holidays	0.0 (0)
Hispanic-Latino	100.0 (2)	Rarely	12.2 (6)
Middle Eastern	0.0 (0)	Never	15.4 (2)
Native American	0.0 (0)		
Pacific Islander	0.0 (0)	<u>Education</u>	
Interracial	16.7 (1)	Some high school	12.5 (1)
Other	50.0 (1)	High school graduate	39.0 (23)
		Some college	49.5 (53)
<u>Age</u>		College graduate	50.0 (23)
Age 20	62.5 (15)	Post-grad	47.1 (8)
Age 21	63.3 (19)		
Age 22	43.2 (16)	<u>Political Affiliation</u>	
Age 23	61.1 (33)	Very conservative	40.0 (4)
Age 24	14.9 (7)	Conservative	25.7 (9)
Age 25	35.3 (18)	Middle of the road	16.0 (8)
		Liberal	15.0 (3)
<u>Body type</u>		Very liberal	66.7 (2)
Slim/slender	70.8 (17)	Not political	7.3 (3)
Average	67.5 (54)		
Althetic/fit	69.2 (74)	<u>Employment Status</u>	
A few extra pounds-thick	62.5 (15)	Full-time	24.8 (32)
Large-voluptuous	33.3 (1)	Part-time	24.2 (8)
		Homemaker	0.0 (0)
<u>Religion</u>		Retired	0.0 (0)
Christian	40.4 (65)	Self-employed	15.4 (2)
Muslim	0.0 (0)	Student	13.3 (6)
Hindu	0.0 (0)	Unemployed	0.0 (0)
Buddhist/Taoist	100.0 (1)	Work at home	0.0 (0)
Jewish	0.0 (0)		
Nonreligious	0.0 (0)	<u>Marital Status</u>	
Spiritual but not religious	8.3 (1)	Single-never married	50.2 (112)
Agnostic	25.0 (1)	Divorced	28.6 (2)
		Widowed	0.0 (0)
		Separated	0.0 (0)

Table 1: (Cont) Homophily of Men seeking Women (N = 244)

<u>Advertiser's Characteristics</u>	<u>Homophily</u> % (N)	<u>Advertiser's Characteristics</u>	<u>Homophily</u> % (N)
<u>Smoking status</u>		<u>Interests</u>	
Nonsmoker	50.3 (79)	Arts	14.1 (12)
Smokes daily-often	18.9 (7)	Community service	13.6 (3)
Smokes occasionally	20.0 (6)	Dancing	18.2 (10)
		Dining	13.3 (2)
<u>Use of alcohol</u>		Family	9.2 (9)
Nondrinker	51.2 (22)	Movies	15.8 (29)
Drinks daily-regularly	50.0 (1)	Listening to music	16.1 (28)
Drinks socially	31.1 (56)	Outdoor activities	14.9 (21)
		Photography	16.7 (6)
<u>Has children</u>		Playing music	15.7 (6)
Yes	6.5 (2)	Playing sports	8.3 (10)
No	46.0 (93)	Reading	15.1 (14)
		Religion	17.4 (8)
<u>Desires more children</u>		Watching sports	14.1 (8)
Yes	33.7 (33)	Theatre	14.8 (8)
No	50.0 (7)	Traveling	11.8 (13)
Not sure	26.3 (20)	Cooking	17.2 (15)
		Computer-Internet	13.1 (14)
<u>Sense of Humor</u>		Gaming	11.7 (9)
Friendly	25.0 (4)	Television	13.0 (12)
Clever/quick-witted	15.9 (23)	Gardening	33.3 (2)
Sarcastic	16.5 (13)	Crafts	18.2 (2)
Campy/cheesy	8.0 (2)	Health/fitness	9.9 (9)
Goofy	23.0 (23)		
Slap-stick	15.8 (3)		
Obscure	24.0 (6)		
Raunchy	14.3 (4)		

There were five variables for this study that examined body type. Four out of the five variables depicted varying degrees of homophily between male advertisers who sought females with their same body type. A high degree of homophily (70.8%) existed in those advertisers with a body type of slim/slender who sought someone with a slim/slender body type. Moderate homophily (67.5%) existed in those

advertisers with an average body type who sought someone with an average body type. Moderate homophily (69.2%) also existed in advertisers with an athletic body type who sought someone with an athletic body type. Finally, moderate homophily (62.5 %) existed in advertisers with a few extra pounds/thick body type who sought others with a few extra pounds/thick body type.

Religion was examined in this study using eight unique variables. Two out of the eight variables depicted varying degrees of homophily between male advertisers who sought females with the same religion. Advertisers who follow the Buddhist religion who sought other Buddhist followers depicted a high degree of homophily (100.0%). There was moderate homophily (40.4%) for advertisers who follow the Christian religion. There was weak or no homophily detected for the remaining religion variables.

Six variables examined religious attendance in this study. Of the six variables used, none depicted homophily. There were less than 30 percent of male advertisers who said they sought someone who attended church with similar frequency.

For education there were five variables for this study. Three out of the five variables depicted some degree of homophily between male advertisers who sought

females with an equivalent educational background. A moderate degree of homophily (49.5%) existed in advertisers with some college education who sought someone with some college; moderate homophily (50.0%) existed in advertisers with a college education who sought someone with a college education; finally, there was moderate homophily (47.1%) for advertisers who have post-graduate education who sought another person with post-graduate education.

Six variables were used in this study to examine political affiliation. Two out of the six variables depicted some degree of homophily between male advertisers who sought females with their same political affiliation. Moderate homophily existed in advertisers who are very conservative (40.0%) and for advertisers who are very liberal (66.7%).

For employment there were eight variables used in this study. In all eight variables less than 30 percent of male advertisers said they sought someone who had their same employment status.

There were four variables for this study that examined marital status. One of the six variables depicted some degree of homophily between male advertisers who sought females with their same marital status. A moderate degree of homophily (50.2%) existed in advertisers who are single

and have never been married who sought someone single who had never been married. There was low or no homophily detected among advertisers who have experienced other forms of relationships.

Three variables examined smoking habits in this study. Moderate homophily (50.3%) existed in advertisers who are nonsmokers who sought someone that was also a nonsmoker, while homophily was not detected in the other smoking-habit variables. To examine alcohol-drinking habits, three variables were used for this study. Two of the three variables depicted some degree of homophily between male advertisers who specifically sought females with their same alcohol-drinking habits. Moderate homophily (51.2%) existed in advertisers who are nondrinkers who sought someone that was also a nondrinker, and a moderate homophily (50.0%) existed in advertisers who are social drinkers who sought other social drinkers.

Two variables for this study examined whether or not the advertiser had children. One of the two variables depicted some degree of homophily between male advertisers who sought females who did or did not have children. For advertisers who did not have children and sought someone that also did not have children, a moderate degree of homophily (46.0%) existed.

There were three variables that examined whether or not the advertiser desired children. One of the three variables depicted some degree of homophily between male advertisers who sought females who did or did not desire children. Moderate homophily (50.0%) existed in advertisers who did not desire to have children who sought someone that also did not desire to have children.

Eight variables were used to examine a person's sense of humor. Out of the eight variables, low to no homophily was detected in each of these variables. In all of the variables less than 30 percent of male advertisers said they sought someone with their same sense of humor.

There were 23 interest variables used in this study to examine homophily between an advertiser's interest and the interests desired. Unlike many of the demographic variables, moderate or high homophily was not detected in any of these relationships. There was less than moderate homophily found in any of the variables. For male advertisers less than 40 percent said they sought someone with their same interests.

Homophily of Women Seeking Men

Similar to what is seen in Table 1, a variety of demographic characteristics were analyzed to assess the degree of homophily between female advertisers and the

males they sought. When examining race, three variables depicted varying degrees of homophily. A high degree of homophily (70.9%) existed in African-American advertisers who sought African Americans, and high homophily (100.0%) existed in Native-American advertisers who sought Native Americans. For Caucasian advertisers who sought Caucasians, moderate homophily (52.2%) existed.

When examining the advertiser's age, moderate homophily was present (42.9%) for advertisers who reported their age to be 20 years old and were looking for someone five years younger or older.

For body type four out of the five variables depicted varying degrees of homophily. A high degree of homophily (73.3%) existed for females who possess and who are seeking a mate with an athletic body type. For those advertisers with a slim/slender body type who sought someone with a slim/slender body type, moderate homophily (42.9%) existed. There was moderate homophily (67.3%) for advertisers with an average body type who sought someone with an average body type, and there was moderate homophily (44.8 %) for advertisers with a few extra pounds/thick body type.

When looking at religion, one of the eight variables depicted some degree of homophily. A moderate degree of

homophily (51.0%) existed in advertisers who follow the Christian religion who sought another Christian.

Table 2: Homophily of Women seeking Men (N = 201)

Advertiser's Characteristics	Homophily % (N)	Advertiser's Characteristics	Homophily % (N)
<u>Race</u>		<u>Religious Attendance</u>	
African American	70.9 (61)	More than once a week	60.0 (9)
Asian	0.0 (0)	Weekly	23.8 (19)
Caucasian	52.2 (47)	Monthly	21.4 (3)
East Indian	0.0 (0)	Only on holidays	0.0 (0)
Hispanic-Latino	16.7 (1)	Rarely	3.6 (1)
Middle Eastern	0.0 (0)	Never	18.2 (2)
Native American	100.0 (1)		
Pacific Islander	0.0 (0)	<u>Education</u>	
Interracial	25.0 (2)	Some high school	33.3 (1)
Other	0.0 (0)	High school graduate	58.3 (14)
		Some college	56.2 (59)
<u>Age</u>		College graduate	66.7 (24)
Age 20	42.9 (12)	Post-grad	71.4 (10)
Age 21	35.5 (11)		
Age 22	24.2 (8)	<u>Political Affiliation</u>	
Age 23	36.4 (16)	Very conservative	60.0 (3)
Age 24	12.1 (4)	Conservative	17.4 (4)
Age 25	27.3 (9)	Middle of the road	17.6 (6)
		Liberal	45.5 (15)
<u>Body type</u>		Very liberal	40.0 (2)
Slim/slender	42.9 (12)	Not political	6.3 (2)
Average	67.3 (35)		
Althetic/fit	73.3 (22)	<u>Employment Status</u>	
A few extra pounds-thick	44.8 (30)	Full-time	64.8 (59)
Large-voluptuous	15.8 (3)	Part-time	37.5 (9)
		Homemaker	50.0 (1)
<u>Religion</u>		Retired	0.0 (0)
Christian	51.0 (74)	Self-employed	50.0 (1)
Muslim	0.0 (0)	Student	40.0 (22)
Hindu	0.0 (0)	Unemployed	0.0 (0)
Buddhist/Taoist	0.0 (0)	Work at home	40.0 (2)
Jewish	0.0 (0)		
Nonreligious	11.1 (1)	<u>Marital Status</u>	
Spiritual but not religious	25.0 (2)	Single-never married	67.8 (116)
Agnostic	0.0 (0)	Divorced	40.0 (4)
		Widowed	0.0 (0)
		Separated	0.0 (0)

Table 2: (Cont) Homophily of Women seeking Men (N = 201)

Advertiser's Characteristics	Homophily % (N)	Advertiser's Characteristics	Homophily % (N)
<u>Smoking status</u>		<u>Interests</u>	
Nonsmoker	59.3 (86)	Arts	12.1 (8)
Smokes daily-often	31.0 (9)	Community service	17.6 (6)
Smokes occasionally	15.8 (3)	Dancing	18.9 (20)
		Dining	23.8 (24)
<u>Use of alcohol</u>		Family	21.2 (25)
Nondrinker	46.8 (22)	Movies	21.4 (33)
Drinks daily-regularly	50.0 (1)	Listening to music	20.1 (29)
Drinks socially	48.3 (70)	Outdoor activities	17.3 (14)
		Photography	7.7 (3)
<u>Has children</u>		Playing music	17.5 (11)
Yes	14.3 (5)	Playing sports	23.7 (14)
No	52.5 (83)	Reading	10.8 (11)
		Religion	28.6 (12)
<u>Desires more children</u>		Watching sports	27.2 (22)
Yes	48.1 (52)	Theatre	13.5 (7)
No	56.3 (9)	Traveling	17.0 (16)
Not sure	17.0 (8)	Cooking	13.4 (11)
		Computer-Internet	15.2 (10)
<u>Sense of Humor</u>		Gaming	22.7 (5)
Friendly	34.0 (52)	Television	14.3 (13)
Clever/quick-witted	30.4 (28)	Gardening	0.0 (0)
Sarcastic	30.4 (17)	Crafts	7.7 (2)
Campy/cheesy	28.6 (4)	Health/fitness	22.4 (15)
Goofy	23.9 (16)		
Slap-stick	20.0 (1)		
Obscure	27.3 (3)		
Raunchy	20.0 (3)		

For religious attendance one of the six variables depicted some degree of homophily. Moderate homophily (60.0%) existed in advertisers who attended some type of religious service more than once a week and who sought someone with that same level of attendance.

Four out of five variables depicted varying degrees of homophily when looking at educational status. There was a

high degree of homophily (71.4%) for post-graduate female advertisers who sought post-graduate males. Moderate homophily (58.3%) existed among female advertisers who were high school graduates and who sought men who were also high school graduates (58.3%). There was also moderate homophily (56.2%) for female advertisers with some college education who sought men with some college education, and there was moderate homophily (66.7%) for females with a college education who sought males with a college education.

When examining the advertisers political affiliation, three out of the six variables depicted some degree of homophily. Moderate homophily (60.0%) existed in advertisers who were very conservative who sought those who were also very conservative; second, there was moderate homophily (45.5%) for advertisers who are liberal and who sought other people who are liberal; and finally, there was moderate homophily (40.0%) for advertisers who are very liberal and sought someone who was also very liberal. When comparing Tables 1 & 2, it seems clear than women seek men who are more in line with their political views compared to the men seeking women with compatible views.

Examining employment status, five out of the eight variables depicted some degree of homophily. Advertisers who are employed full time who sought males who were also

employed full time (64.8%). There was moderate homophily (50.0%) for advertisers who are homemakers, and there was moderate homophily (50.0%) for advertisers who are self-employed who sought others who are also self-employed. Moderate homophily (40.0%) was detected among female students seeking male students, and there was moderate homophily (40.0%) for advertisers who work at home who sought someone who also worked at home.

Two out of six variables examining marital status depicted varying degrees of homophily. Moderate homophily (67.8%) existed in advertisers who are single and have never been married that sought someone who was also single and had never been married, and moderate homophily (40.0%) existed in divorced advertisers who sought divorced males.

When examining the characteristic of smoking habits, one of the three variables depicted some degree of homophily. Nonsmoking female advertisers sought male nonsmokers (59.3%). When looking at alcohol-drinking habits, homophily was present for three of the variables. Moderate homophily (46.8%) existed in nondrinking advertisers who sought other nondrinkers; second, moderate homophily (48.3%) existed in advertisers who are social drinkers who sought other social drinkers; and finally, moderate homophily (50.0%) existed in advertisers who drink on a

regular or daily basis who sought those who drink just as much.

In examining whether or not the advertiser had children, one of the two variables depicted some degree of homophily. Female advertisers who did not have children expressed a desire to find a man who also did not have children in 52.5 percent of the advertisements. Two variables depicted homophily when examining whether or not the advertiser desired children. Moderate homophily (48.1%) also existed in advertisers who desired to have children and sought someone that also desired to have children. Finally, moderate homophily (56.3%) existed in advertisers who did not desire to have children who sought others that also did not desire to have children.

Of the eight variables used in this study to examine the advertiser's sense of humor, a lack of homophily was detected. In all of the variables less than 30 percent of woman advertisers said they sought a man with their same sense of humor.

Similar to the data shown in Table 1, when examining the 23 variables used in this study to measure different interests, small to no amounts of homophily were detected. For female advertisers less than 40 percent said they sought someone with their same interests.

Homophily of Men Seeking Men

The data in Table 3 shows the degree of homophily present between male advertisers who are seeking other men. Based on the search criteria used to select this sample, only 34 advertisements were printed from the dating website. While the analyses show the results of these 34 cases, one should be aware that small fluctuations in responses can have large effects on the percentages shown in the table. The results should be viewed as being less robust compared to the results in Tables 1 and 2, which were based on a larger sample of advertisements.

In examining the eleven race variables, two depicted varying degrees of homophily. A high degree of homophily (100.0%) existed in interracial advertisers who sought someone who was also interracial. There was moderate homophily (47.6%) for Caucasian advertisers who sought other Caucasians. When looking at age, one variable depicted homophily. Moderate homophily (57.1%) existed in advertisers who reported their age to be 23 years old and sought someone five years younger or older.

Three body-type variables depicted varying degrees of homophily. A high degree of homophily (75.0%) existed in male advertisers with an athletic body type who sought males with the same type of body.

Table 3: Homophily of Men seeking Men (N=34)

Advertiser's Characteristics	Homophily % (N)	Advertiser's Characteristics	Homophily % (N)
<u>Race</u>		<u>Religious Attendance</u>	
African American	36.4 (4)	More than once a week	0.0 (0)
Asian	0.0 (0)	Weekly	25.0 (2)
Caucasian	47.6 (10)	Monthly	0.0 (0)
East Indian	0.0 (0)	Only on holidays	0.0 (0)
Hispanic-Latino	0.0 (0)	Rarely	0.0 (0)
Middle Eastern	0.0 (0)	Never	100.0 (1)
Native American	0.0 (0)	<u>Education</u>	
Pacific Islander	0.0 (0)	Some high school	0.0 (0)
Interracial	100.0 (1)	High school graduate	25.0 (1)
Other	0.0 (0)	Some college	46.2 (6)
<u>Age</u>		College graduate	60.0 (6)
Age 20	33.3 (1)	Post-grad	33.3 (1)
Age 21	0.0 (0)	<u>Political Affiliation</u>	
Age 22	25.0 (1)	Very conservative	0.0 (0)
Age 23	57.1 (4)	Conservative	0.0 (0)
Age 24	0.0 (0)	Middle of the road	0.0 (0)
Age 25	0.0 (0)	Liberal	37.5 (3)
<u>Body type</u>		Very liberal	50.0 (1)
Slim/slender	50.0 (3)	Not political	25.0 (1)
Average	50.0 (6)	<u>Employment Status</u>	
Althetic/fit	75.0 (9)	Full-time	52.9 (9)
A few extra pounds-thick	0.0 (0)	Part-time	100.0 (1)
Large-voluptuous	0.0 (0)	Homemaker	100.0 (2)
<u>Religion</u>		Retired	0.0 (0)
Christian	27.3 (6)	Self-employed	0.0 (0)
Muslim	0.0 (0)	Student	16.7 (1)
Hindu	0.0 (0)	Unemployed	0.0 (0)
Buddhist/Taoist	0.0 (0)	Work at home	0.0 (0)
Jewish	0.0 (0)	<u>Marital Status</u>	
Nonreligious	0.0 (0)	Single-never married	57.1 (16)
Spiritual but not religious	0.0 (0)	Divorced	0.0 (0)
Agnostic	0.0 (0)	Widowed	0.0 (0)
		Separated	0.0 (0)

Table 3 (Cont): Homophily of Men seeking Men (N=34)

Advertiser's Characteristics	Homophily % (N)	Advertiser's Characteristics	Homophily % (N)
<u>Smoking status</u>		<u>Interests</u>	
Nonsmoker	40.0 (10)	Arts	26.7 (4)
Smokes daily-often	25.0 (1)	Community service	16.7 (2)
Smokes occasionally	0.0 (0)	Dancing	16.7 (2)
		Dining	20.0 (4)
<u>Use of alcohol</u>		Family	13.3 (2)
Nondrinker	25.0 (1)	Movies	12.5 (3)
Drinks daily-regularly	0.0 (0)	Listening to music	12.5 (3)
Drinks socially	18.5 (5)	Outdoor activities	15.8 (3)
		Photography	22.2 (2)
<u>Has children</u>		Playing music	25.0 (3)
Yes	0.0 (0)	Playing sports	14.3 (1)
No	32.3 (10)	Reading	6.7 (1)
		Religion	12.5 (1)
<u>Desires more children</u>		Watching sports	25.0 (2)
Yes	0.0 (0)	Theatre	11.8 (2)
No	72.7 (8)	Traveling	25.3 (4)
Not sure	33.3 (3)	Cooking	10.0 (1)
		Computer-Internet	16.7 (2)
<u>Sense of Humor</u>		Gaming	33.3 (2)
Friendly	15.4 (4)	Television	17.6 (3)
Clever/quick-witted	22.7 (5)	Gardening	50.0 (1)
Sarcastic	7.7 (1)	Crafts	0.0 (0)
Campy/cheesy	100.0 (1)	Health/fitness	6.7 (1)
Goofy	33.3 (3)		
Slap-stick	0.0 (0)		
Obscure	0.0 (0)		
Raunchy	28.6 (2)		

Advertisers with a slim/slender body type who sought someone with a slim/slender body type showed moderate homophily (50.0%), and there was moderate homophily (50.0%) for advertisers with an average body type. Looking at religious attendance, one of the six variables depicted some degree of homophily. A high degree of homophily

(100.0%) existed in advertisers who never attend some type of religious service.

For education homophily was detected in two of the five variables used in this study. A moderate degree of homophily (46.2%) existed in male advertisers with some college education who sought another male with some college education, and there was moderate homophily (60.0%) for male advertisers with a college education who sought another male with a college education. When examining political affiliation, moderate homophily (50.0%) existed in advertisers who are very liberal who sought others who were also very liberal.

For employment status three out of the eight variables depicted varying degrees of homophily. A high degree of homophily (100.0%) existed in advertisers employed part-time who sought other part-time employees, and high homophily (100.0%) existed in advertisers who are homemakers who sought other homemakers.

For marital status, one of the six variables depicted some degree of homophily. Moderate homophily (57.1%) existed in advertisers who are single and have never been married that sought others who are single and have never been married.

Moderate homophily (40.0%) also existed in advertisers who are nonsmokers who sought other nonsmokers. Of the three variables used to examine alcoholic drinking habits, less than moderate homophily was found. In all three variables less than 30 percent of male advertisers sought someone with their same alcohol-drinking habit.

Two variables were used in this study to depict homophily in advertisers who did or did not have children and sought someone who also did or did not have children. In both variables less than 40 percent of all male advertisers that either did or did not have children sought someone that either did or did not have children.

Examining whether or not the advertiser desired children, one of the three variables depicted some degree of homophily. A high degree of homophily (72.7%) existed in advertisers who did not desire to have children and sought someone that also did not desire children.

Eight variables examined a person's sense of humor. One of the eight variables depicted some degree of homophily between male advertisers who specifically sought males with their same sense of humor. It was determined that high homophily (100.0%) existed in male advertisers with a campy/cheesy sense of humor who sought males that also had a campy/cheesy sense of humor.

There were 23 variables for this study that examined a person's interests, and one of the 23 variables depicted some degree of homophily. Moderate homophily (50.0%) existed in advertisers with an interest in gardening who sought someone that also had an interest in gardening.

Homophily of Women Seeking Women

In Table 4 the level of homophily was analyzed for female advertisers who sought other females. Similar to Table 3, a smaller group of advertisers' profiles were obtained due to the limitation in the number of advertisers who met the search criteria generated for the sample size. In total, 32 female advertisers who were seeking other females were included in this analysis.

When looking at race, four variables depicted varying degrees of homophily. A high degree of homophily (100.0%) existed in interracial advertisers who desired someone who was interracial. Moderate homophily (60.0%) existed in African-American advertisers who sought African Americans, moderate homophily (46.2%) existed in Caucasian advertisers who sought Caucasians, and moderate homophily (50.0%) existed in advertisers who reported their race to be other and sought someone with a race of other.

Three variables depicted some degree of homophily when looking at age. A moderate degree of homophily (50.0%)

existed in advertisers who reported their age to be 20 years old who sought someone five years younger or older.

Table 4: Homophily of Women seeking Women (N=32)

Advertiser's Characteristics	Homophily % (N)	Advertiser's Characteristics	Homophily % (N)
<u>Race</u>		<u>Religious Attendance</u>	
African American	60.0 (9)	More than once a week	0.0 (0)
Asian	0.0 (0)	Weekly	25.0 (1)
Caucasian	46.2 (6)	Monthly	0.0 (0)
East Indian	0.0 (0)	Only on holidays	100.0 (1)
Hispanic-Latino	0.0 (0)	Rarely	100.0 (8)
Middle Eastern	0.0 (0)	Never	100.0 (5)
Native American	0.0 (0)		
Pacific Islander	0.0 (0)	<u>Education</u>	
Interracial	100.0 (0)	Some high school	0.0 (0)
Other	50.0 (1)	High school graduate	50.0 (3)
		Some college	47.1 (8)
		College graduate	66.7 (4)
		Post-grad	0.0 (0)
<u>Age</u>		<u>Political Affiliation</u>	
Age 20	50.0 (2)	Very conservative	0.0 (0)
Age 21	28.6 (2)	Conservative	0.0 (0)
Age 22	0.0 (0)	Middle of the road	0.0 (0)
Age 23	40.0 (2)	Liberal	25.0 (2)
Age 24	0.0 (0)	Very liberal	0.0 (0)
Age 25	40.0 (2)	Not political	20.0 (1)
<u>Body type</u>		<u>Employment Status</u>	
Slim/slender	80.0 (4)	Full-time	50.0 (8)
Average	100.0 (5)	Part-time	100.0 (1)
Althetic/fit	60.0 (3)	Homemaker	0.0 (0)
A few extra pounds-thick	60.0 (6)	Retired	0.0 (0)
Large-voluptuous	16.7 (1)	Self-employed	0.0 (0)
<u>Religion</u>		Student	25.0 (2)
Christian	57.1 (8)	Unemployed	0.0 (0)
Muslim	0.0 (0)	Work at home	0.0 (0)
Hindu	0.0 (0)		
Buddhist/Taoist	0.0 (0)	<u>Marital Status</u>	
Jewish	0.0 (0)	Single-never married	50.0 (13)
Nonreligious	0.0 (0)	Divorced	0.0 (0)
Spiritual but not religious	33.3 (1)	Widowed	0.0 (0)
Agnostic	0.0 (0)	Separated	0.0 (0)

Table 4 (Cont): Homophily of Women seeking Women (N=32)

Advertiser's Characteristics	Homophily % (N)	Advertiser's Characteristics	Homophily % (N)
<u>Smoking status</u>		<u>Interests</u>	
Nonsmoker	56.3 (9)	Arts	8.3 (1)
Smokes daily-often	14.3 (1)	Community service	0.0 (0)
Smokes occasionally	12.5 (1)	Dancing	5.6 (1)
<u>Use of alcohol</u>		Dining	0.0 (0)
Nondrinker	100.0 (3)	Family	0.0 (0)
Drinks daily-regularly	0.0 (0)	Movies	13.0 (3)
Drinks socially	25.9 (7)	Listening to music	8.0 (2)
<u>Has children</u>		Outdoor activities	8.3 (1)
Yes	25.0 (1)	Photography	10.0 (1)
No	29.6 (8)	Playing music	0.0 (0)
<u>Desires more children</u>		Playing sports	0.0 (0)
Yes	21.4 (3)	Reading	5.6 (1)
No	25.0 (1)	Religion	0.0 (0)
Not sure	20.0 (2)	Watching sports	0.0 (0)
<u>Sense of Humor</u>		Theatre	8.3 (1)
Friendly	26.9 (7)	Traveling	0.0 (0)
Clever/quick-witted	15.8 (3)	Cooking	0.0 (0)
Sarcastic	22.2 (2)	Computer-Internet	0.0 (0)
Campy/cheesy	33.3 (1)	Gaming	0.0 (0)
Goofy	36.4 (4)	Television	6.7 (1)
Slap-stick	50.0 (1)	Gardening	0.0 (0)
Obscure	50.0 (1)	Crafts	0.0 (0)
Raunchy	25.0 (1)	Health/fitness	0.0 (0)

Moderate homophily (40.0%) also existed in advertisers who reported their age to be 23 years old who sought someone five years younger or older, and moderate homophily (40.0%) existed in advertisers who reported their age to be 25 years old who sought someone five years younger or older.

When looking at body type four variables depicted varying degrees of homophily. A high degree of homophily

(80.0%) existed in advertisers with a slim/slender body type who sought someone with a slim/slender body type, and high homophily (100.0%) existed in advertisers with an average body type who sought someone with an average body type. Moderate homophily (60.0%) existed in advertisers with an athletic body type who sought someone with an athletic body type, and there was moderate homophily (60.0%) for advertisers with a few extra pounds/thick body type who sought someone with a few extra pounds/thick body type.

One of the eight variables examining religion depicted some degree of homophily. Moderate homophily (57.1%) existed in Christian advertisers who sought other Christians. For religious attendance three variables depicted some degree of homophily. A high degree of homophily (100.0%) existed in advertisers that attend some type of religious service only on the holidays who sought someone with the same attendance, there was high homophily (100.0%) for advertisers who rarely attend religious services who sought someone who rarely attends services, and there was high homophily (100.0%) for advertisers who never attend religious services who sought someone who also never attends services.

Examining education, three variables depicted some degree of homophily. There was moderate homophily (50.0%) for high school graduates who sought high school graduates. Moderate homophily (47.1%) existed in advertisers with some college education who sought someone with some college education. There was moderate homophily (66.7%) for advertisers with a college education who sought someone with a college education.

Six variables were used in this study to depict homophily in political affiliation. In all variables, less than 30 percent of all female advertisers sought a female with the same political preference.

When looking at employment status two variables depicted varying degrees of homophily. High homophily (100.0%) existed in advertisers who are employed part time who sought other part-time employees. Moderate homophily (50.0%) existed in advertisers who are employed full time who sought others who were also employed full time.

One variable depicted homophily in marital status. Moderate homophily (50.0%) existed in advertisers who are single and have never been married who sought someone who was also single and had never been married.

In examining smoking habits, one variable depicted some degree of homophily. Moderate homophily (56.3%)

existed in advertisers who are nonsmokers who sought other nonsmokers. For alcohol-drinking habits one variable depicted some degree of homophily. A high degree of homophily (100.0%) existed in advertisers who are non-drinkers who sought other nondrinkers.

Two variables were used in this study to depict homophily in advertisers who did or did not have children and sought someone who also did or did not have children. In both variables less than 30 percent of all female advertisers that either did or did not have children sought someone that either did or did not have children also. Two variables were used in this study to depict homophily in advertisers who did or did not desire to have children and sought someone who also did or did not desire to have children. In both variables less than 30 percent of all female advertisers that either did or did not desire to have children sought someone that either did or did not desire to have children.

For a person's sense of humor two variables depicted some degree of homophily. Moderate homophily (50.0%) existed in advertisers with a slapstick sense of humor who sought someone with a slapstick sense of humor. Moderate homophily (50.0%) existed in advertisers with an obscure

sense of humor who sought someone with an obscure sense of humor.

When examining the 23 variables used in this study for interests, there was less than moderate homophily found in any of the variables. For female advertisers, less than 10 percent said they sought someone with their same interests.

Summary of Variables Describing Homophily

As shown in Tables 1-4, there were fifteen categories (race, age, interests, etc.) used in this study to examine the degree of homophily in advertisers using online personal advertisements. Table 5 presents a summary and overview of the results discussed above and presented in Tables 1-4. In examining this summary table, there are four categories that failed to show at least a moderate amount of homophily: age, religion, sense of humor, and interests. As discussed above, prior literature has demonstrated the existence of homophily in these categories; however, the findings from the prior literature were not replicated in this research. Homophily was detected for other demographic variables that the literature and prior studies have identified as possessing some significant degree of homophily. For example, several of the race variables showed some degree of moderate or high homophily in this research.

Among all advertisers some variables consistently displayed at least a moderate or high degree of homophily. In all relationship combinations, advertisers displayed moderate to high degrees of homophily in variables examining race, body type, education, marital status, and smoking habits.

Some variables consistently depicted low or non-existent levels of homophily. For all relationship combinations interest variables failed to illustrate at least a moderate degree of homophily in every variable. These interest related variables did not uncover meaningful levels of homophily.

There were differences between males who sought females and females who sought males. Homophily existed at a higher level for female advertisers in almost all variables where homophily was depicted. However, younger males depicted higher levels of homophily than did females in age selection. Males depicted at least a moderate degree of homophily in political preference compared to females who did not illustrate moderate degrees of homophily in any variables examining political preference. When looking at employment, females illustrated at least a moderate degree of homophily in two variables whereas men

did not produce moderate levels of homophily in any employment variables.

Table 5: Summary of Homophily for Each Relationship

Advertiser's Characteristics	Male seeking female	Female Seeing Male	Male seeking Male	Female Seeking Female
	N = 244	N = 201	N = 34	N = 32
Race	Moderate	High	Moderate	High
Age	Moderate	Low	Low	Low
Body type	High	Moderate	High	High
Religion	Low	Low	Low	Moderate
Religious attendance	Low	Low	High	High
Education	Moderate	Moderate	Moderate	Moderate
Political affiliation	Low	Moderate	Low	Low
Employment status	Low	Moderate	Moderate	Moderate
Marital status	Moderate	Moderate	Moderate	Moderate
Smoking status	Moderate	Moderate	Low	Moderate
Use of alcohol	Moderate	Moderate	Low	High
Has children	Moderate	Moderate	Low	Low
Desires more children	Moderate	Moderate	High	Low
Sense of humor	Low	Low	Low	Moderate
Arts	Low	Low	Low	None
Community service	Low	Low	Low	None
Dancing	Low	Low	Low	None
Dining	Low	Low	Low	None
Family	None	Low	Low	None
Movies	Low	Low	Low	Low
Listening to music	Low	Low	Low	None
Outdoor activities	Low	Low	Low	None
Photography	Low	None	Low	None
Playing music	Low	Low	Low	None
Playing sports	None	Low	Low	None
Reading	Low	None	None	None
Religion	Low	Low	Low	None
Watching sports	Low	Low	Low	None
Theatre	Low	Low	Low	None
Traveling	Low	Low	Low	None
Cooking	Low	Low	None	None
Computer-Internet	Low	Low	Low	None
Gaming	Low	Low	Low	None
Television	Low	Low	Low	None
Gardening	Low	None	Moderate	None
Crafts	Low	None	None	None
Health/fitness	None	Low	None	None

There were differences between heterosexual and homosexual advertisers. For homosexual advertisers homophily was present at a lower degree for those seeking someone five years younger or older as well as for individuals seeking someone of the same sex who did or did not have children. Also, for homosexual advertisers homophily was present at a higher degree for religion, sense of humor, and at least one interest variable.

Inductive Analyses

As discussed in the Research Methods chapter, the website used to match up personal advertisers with potential dates/relationships allows each advertiser to post information about herself or himself in paragraph form. In a blank space the advertiser can describe some of her or his characteristics and interests as well as outline some of the characteristics and interests she or he is seeking.

Unlike the analyses discussed above, which were based on data coded from drop-down menus that advertisers can select, the open-ended paragraphs allow the advertiser to say anything he or she wishes. These paragraphs were inductively coded in the research process in order to infer patterns from these data. The paragraphs within all 511 advertisements were read and coded, allowing the text in

each paragraph to determine the codes that were developed and subsequently used for all advertisements.

Table 6: Homophily Results of Inductive Coding of Paragraphs Contained in Personal Advertisements

Self-description of Advertiser	Advertiser Identifies the Same Qualities He or She is Seeking			
	Male seeking	Female Seeking	Male seeking	Female
	female	Male	Male	Seeking
	N = 244	N = 201	N = 34	Female
	% (N)	% (N)	% (N)	% (N)
Chivalry	35.5 (6)	37.5 (6)	0.0 (0)	50.0 (1)
Kindness	39.5 (15)	22.2 (6)	0.0 (0)	0.0 (0)
Independence	25.0 (1)	20.0 (1)	0.0 (0)	0.0 (0)
Adventure / fun-loving	47.1 (41)	37.0 (27)	12.5 (1)	41.2 (7)
Experimental	4.2 (1)	0.0 (0)	0.0 (0)	25.0 (1)
Athletic / active	22.2 (6)	21.4 (3)	16.7 (1)	0.0 (0)
Laid back - easy going	13.9 (5)	50.0 (1)	28.6 (2)	100.0 (2)
Family oriented	7.7 (2)	31.7 (13)	0.0 (0)	0.0 (0)
Adaptive	0.0 (0)	50.0 (1)	0.0 (0)	0.0 (0)
Honesty	53.8 (7)	44.4 (8)	60.0 (8)	100.0 (2)
Fast-paced	100.0 (1)	0.0 (0)	0.0 (0)	0.0 (0)
Hard-working	12.0 (6)	22.0 (11)	66.7 (4)	25.0 (1)
Reserved	0.0 (0)	0.0 (0)	50.0 (1)	50.0 (1)
Religious-spiritual	62.5 (5)	63.6 (7)	0.0 (0)	0.0 (0)
Enjoys being out	0.0 (0)	0.0 (0)	0.0 (0)	0.0 (0)
Intellectual	33.3 (5)	40.0 (6)	50.0 (2)	50.0 (2)
Masculine	0.0 (0)	0.0 (0)	50.0 (1)	0.0 (0)
Friendly - meet new people	12.0 (3)	7.5 (3)	50.0 (3)	50.0 (5)
Passionate	0.0 (0)	33.3 (2)	100.0 (1)	100.0 (2)
Open-minded	100.0 (1)	0.0 (0)	0.0 (0)	0.0 (0)
Good personality	14.3 (3)	22.2 (4)	0.0 (0)	50.0 (2)
Creative	100.0 (1)	0.0 (0)	0.0 (0)	0.0 (0)
Looking for "the one" - romance	100.0 (5)	33.3 (5)	20.0 (1)	0.0 (0)
Hooking up	0.0 (0)	0.0 (0)	50.0 (1)	0.0 (1)
Desperation	0.0 (0)	0.0 (0)	0.0 (0)	0.0 (0)
Funny - sense of humor	0.0 (0)	0.0 (0)	0.0 (0)	0.0 (0)

After the coding was completed, twenty-six unique codes were developed based on these open-ended paragraphs. Six variables were created in the dataset, and these 26 codes were used in each of these variables. The first

three variables captured any self-described characteristics on the part of the advertiser. The primary characteristic was coded in the first of these three variables, and the secondary and tertiary characteristics (if applicable) were entered in the second and third variable respectively. For the last three variables, these same 26 codes were applied to instances where the advertiser stated that he or she was seeking someone with one of these codes. In a similar manner, the primary characteristic he or she was seeking was entered first, with secondary and tertiary characteristics (if applicable) entered into the next two variable columns.

After all of the data were entered into SPSS, two variables were created using each of the 26 codes. One variable measured the presence of the code in any of the three variables measuring the advertiser's self-described characteristics/interests; a second variable measured the presence of the code in any of the three variables measuring the characteristics/interests the advertiser is seeking. Cross-tabs were employed to examine the degree of homophily between the patterns of behavior written by the advertiser to describe herself or himself and the patterns of behavior desired by the advertiser.

Similar to the deductive analyses, homophily is present when the advertiser said he or she possesses some patterns of behavior and stated he or she desired the same pattern of behavior in another person. The degrees of homophily (less than 10%, 10-39%, 40-69%, greater than 70%) are broken down into the same categories (none, weak, moderate and high respectively) used in the deductive analysis. An example extracted from one of the advertiser's paragraphs is included for each of the 26 inductively coded variables below in order to illustrate for the reader the context in which the code was created.

Chivalry

I'm a bit old fashioned; I do open up car doors and that kind of stuff. It's not b/c you don't deserve 'cause you do. Plus my mom would kill me if I didn't

Homophily was present at a moderate degree (50.0%) for females who sought other females in the behavior pattern of chivalry. Very low homophily (less than 40%) was present for males seeking females, females seeking males, and males seeking males.

Kindness

I am a very kindhearted person, but don't take my kindness for weakness.

Homophily was nonexistent or was less than 40 percent for advertisers who expressed and desired someone with

kindness.

Independence

I want to be with someone who's sense of self-love is equal to her sense of humor. I want to be with someone who is independent, but likes to occasionally be taken care of.

Homophily was nonexistent or less than 40 percent for all advertisers with the behavior pattern of independence who sought someone who is also independent.

Adventure/Fun Loving

About me...I am fun loving, outgoing, fashionable, super loving, enthusiastic, ex college student.

In examining advertisers with the behavior pattern of adventure/fun-loving, moderate homophily (47.1%) was present for males seeking females, and at a moderate degree for females who sought females with the behavior pattern. Homophily was nonexistent or very low for females who sought males and males who sought males.

Experimental

Don't really know much about this, but I'm a nice guy just looking to have some fun.

Homophily was nonexistent or very low (less than 40%) for all advertisers with the behavior pattern of experimental and who sought someone who is also experimental.

Athletic/Active

So I do prefer a gal who is quite active herself...makes the connection stronger right.

Homophily was nonexistent or very low (less than 40%) for advertisers who expressed the idea that they were athletic/fit who sought someone that was athletic/fit.

Laid Back/Easy Going

I'm a chilled laid back person who likes to be active.

Homophily existed at a high degree (100.0%) in laid back and easy going females who sought other laid back, easy going females. Homophily was nonexistent or very low (less than 40%) for males seeking females, females seeking males, and males seeking males.

Family Oriented

My daughter is very much a part of my life...I'm looking for that special someone, one who loves kids.

Homophily was nonexistent or was less than 40 percent for advertisers who were family oriented who sought someone family oriented.

Adaptive

I'm just looking for someone who thinks they can hang with me.

Homophily was present at a moderate degree (50.0%) for adaptive females who sought other adaptive females.

Homophily was nonexistent or very low (less than 40%) for males seeking females, females seeking males, and males seeking males.

Honesty

Basically just keep it real with me, and know what you really want.

Homophily was present in moderate to high degrees for all advertisers with the behavior pattern of honesty. A high degree of homophily (100.0%) existed in females who sought females. Moderate homophily (58.3%) existed in males who sought females, moderate homophily (44.4%) existed in females who sought males, and moderate homophily (60.0%) existed in males who sought males.

Fast-paced

I am high-energy; like sports and dancing.

For male advertiser's with a fast-paced behavior pattern who sought fast-paced females, high homophily (100.0%) existed. Homophily was nonexistent or very low (less than 40%) for females seeking males, males seeking males, and females seeking females.

Hardworking

I would like to meet a nice woman who is career oriented looking for a nice man to spend time with.

In hardworking males who sought other hardworking

males, moderate homophily (66.7%) existed. Homophily was nonexistent or very low (less than 40%) for males seeking females, females seeking males, and females seeking females.

Reserved

I'm real shy at first, but once I get to know someone better, I feel comfortable and I'm not shy anymore.

Homophily was present in a moderate degree (50.0%) for reserved males who sought reserved males, and a moderate degree (50.0%) for reserved females who sought reserved females. Homophily was nonexistent or very low (less than 40%) for males seeking females and females seeking males.

Religious/Spiritual

My faith in God comes before all else.

For advertisers with a religious behavior pattern, homophily was present at a moderate degree (62.5%) for males who sought females, and a moderate degree (63.6%) for females who sought males. Homophily was nonexistent or very low (less than 40%) for males seeking males, and females seeking females.

Enjoys Being Out and About

Someone who likes to go out, or is not messed up with sitting at home.

Homophily was nonexistent or less than 40 percent for

advertisers who expressed or desired being out and about.

Intellectual

I'm intelligent, incredible in bed, always fun to be around, and low maintenance.

When looking at advertisers with an intellectual behavior pattern who sought someone with the same behavior, homophily was present in a moderate degree (40%) for females who sought males, a moderate degree (50.0%) for males who sought males, and a moderate degree (50.0%) for females who sought females. Homophily was nonexistent or very low (less than 40%) for males seeking females.

Masculine

Hair and muscles are a big plus.

Homophily was present at a moderate degree (50.0%) for males who said they liked muscles and sought males who had muscles. Homophily was nonexistent or very low (less than 40%) for males seeking females, females seeking males, and females seeking females.

Friendly/Meeting New People

Just tryin to see what I can see and I just love to interact with people.

For males who were friendly and outgoing and sought other males homophily was present at a moderate degree (50.0%), and for friendly and outgoing females who sought other females homophily was present at a moderate degree

(50.0%). Homophily was nonexistent or very low (less than 40%) for males seeking females and females seeking males.

Passionate

I am really just looking for someone to have fun with and who enjoys life.

Homophily was present in a high degree (100%) for passionate males who sought passionate males and a high degree (100.0%) for passionate females who sought passionate females. Homophily was nonexistent or very low (less than 40%) for males seeking females and females seeking males.

Open-Minded

If you are okay with me and getting to know me, then I would love to get to know you as well.

For those who expressed and desired being open-minded, homophily did not exist or was very low (less than 40%).

Good Personality

I am only interested in you if you are normal and sane, no psycho's please.

For advertisers who expressed and desired a good personality, homophily was present at a moderate degree (50.0%) for females who sought females. Homophily was nonexistent or very low (less than 40%) for males seeking females, females seeking males, and males seeking males.

Creative

I enjoy singing and songwriting, poetry
and creativity.

Looking at advertisers that expressed and desired creativity, homophily existed at a high degree (100.0%) for males who sought females. Homophily was nonexistent or very low (less than 40%) for females seeking males, males seeking males, and females seeking females.

Looking for the One/Romance

I'm a southern girl looking for someone who
I can see myself being with for a while.

For males who expressed and desired long-term romance, a high degree of homophily (100.0%) existed in males who sought females. Homophily was nonexistent or very low (less than 40%) for females seeking males, males seeking males, and females seeking females.

Hooking-up

Just seeing what is out there for dating or
friends with benefits.

Homophily existed in a moderate degree (50.0%) for males who sought males who engage in the behavior of hooking-up. Homophily did not exist or was very low (less than 40%) for males seeking females, females seeking males, and females seeking females.

Desperation

I don't care what you look like or how old you are.

Homophily was nonexistent for advertisers who said that they were desperate for anything and sought someone with that same behavior pattern.

Funny/Sense of Humor

A healthy sense of humor is important to me.

Homophily was nonexistent less than 40 percent for advertisers that expressed and desired a sense of humor.

CHAPTER V

CONCLUSIONS

This research sought to identify the existence of homophily by examining online dating personal advertisements. The question was whether or not an advertiser would seek someone with her or his same characteristics. It was believed, based on previous literature, homophily would be present in the demographic characteristics and personal interests self-reported by the advertiser. This research also employed some qualitative inductive coding to examine behavior patterns embedded in paragraphs attached to the profiles submitted by each advertiser. Based on the analyses presented and discussed in the previous chapter, it seems clear, based on the data, that the existence of homophily was present more often in the variables associated with demographic characteristics compared to the variables measuring self-reported interests and behavior patterns.

Previous literature and empirical research has demonstrated that homophily in dating and marriage is present to a high degree based on certain demographic

characteristics. In specific, previous literature stated that homophily tends to be intertwined with demographic characteristics such as race, age, religion, marital status, occupational status, and personal interests.

Prior literature has also pointed out that gender has an impact on homophily. It has been established that women, overall, tend to be more selective in regards to demographic characteristics.

This research uncovered the presence of homophily in certain characteristics such as race, occupational status (employment), and marital status among advertisers sampled for the purposes of this study. The majority of the people who placed an online personal advertisement expressed an interest in finding someone of a similar race, occupational status, and marital status.

This study also uncovered other demographic characteristics where homophily was present beyond the basic demographic characteristics examined in the previous literature. For example, moderate levels of homophily were detected for such characteristics as body type, education, smoking habits, drinking habits, and whether or not someone desired to have more children. Body type was found to exist in a higher degree in many advertisers, providing support for the argument that people may have the tendency

to desire someone with their same body type. This tendency held true for all advertisers, which could possibly play into how much emphasis is placed on looks in today's society.

When it came to educational background, moderate homophily emerged, also supporting the argument that people may have a tendency to associate with people who have their same educational attainment or values. Overall, seeking someone with the same educational background is logical in that education is thought to be the foundation of a prosperous life.

Looking at smoking and drinking habits, the presence of homophily appeared at a moderate to high degree for most advertisers. In this study, a theme that emerged was that nonsmokers and nondrinkers have a tendency to filter out other people who do engage in smoking or drinking.

Some variables used in this study addressed whether or not the advertiser desired someone with their same attitude about children. This study illustrated the existence of some homophily in most advertisers who said they did not have a desire to have children and sought someone who possessed that same desire.

There were some variables used in this study that homophily was expected to be present, yet was not found to

exist. Somewhat contradicting previous literature, this study failed to support the existence of homophily in age, religion, and political preference. The most surprising of these findings is the low existence of homophily in age and religion.

Previous studies have provided support for the existence of homophily in age. It is interesting that the age range used to detect homophily was very large in this study (10 years - plus or minus 5 years from the advertiser), yet, many advertisers seemed to be open to finding someone from a larger age range. Perhaps for this study, the low existence of homophily in age can be somewhat explained by limitations placed on the initial search criteria. This study focused only on advertisers who were in their early twenties. It may be possible that if an older age group of advertisers was sampled, then the existence of homophily may have been more obvious. However, it is also likely that younger people will be more selective in their desired age range than older individuals, which contradicts this possibility.

When looking at religion, low homophily existed in most variations of religion used in this study. Originally there were sixteen variables that addressed religion. In analyzing the data, some religion variables were collapsed

allowing for eight religion variables to be studied (for example, Catholics, Protestants, and Mormons were collapsed into a variable labeled "Christian"). It could be possible that religious diversity is not that salient among advertisers living in the area in which the sample was derived, resulting in some religion variables depicting a non-existence of homophily. It should be noted that Christian advertisers had the tendency to advertise for other Christians at a higher rate compared to other religious groupings. Because the study was conducted using a sample of individuals living in a southern city located within the "Bible-Belt" of the United States, this findings should not be surprising.

This study also examined other demographic characteristics such as the desire to be with someone who did or did not have children, religious attendance, and sense of humor. The existence of homophily was not found to be prevalent in any of these characteristics.

There were 23 interest variables used in this study. Overall, homophily was found to be low or non-existent in each. These findings did not fall in line with previous research, which states that people have the tendency to hang out with those who share similar interests. However, prior literature does suggest that homophily is more likely

to exist and at higher levels for demographic characteristics compared to interests. The results of this study do reflect this aspect of prior research. The results of this study clearly show that among the advertisers in this sample, the demographic characteristics were more salient and more likely to reflect homophily compared to the interest variables used in the study.

This study, despite limitations in sample size, tends to suggest that, when looking at mate selection, a shared interest in an activity or hobby does not seem to be as important as a shared demographic characteristic. This finding could be explained by understanding that demographic characteristics are characteristics that are ascribed to a person; whereas, interests are characteristics that can easily be changed.

This research also added to the literature by examining the presence and levels of homophily for heterosexual and homosexual relationships. As noted in the previous two chapters, the sample size for the heterosexual advertisers seeking heterosexual relationships was substantially higher compared to homosexual advertisers seeking someone of the same sex. The small sample size among the homosexual advertisers makes their results less convincing (results were discussed in Tables 3 and 4 in the

previous chapter). Despite this limitation, it is important to reflect on variations in the presence and levels of homophily for each of the relationships types examined in the previous chapter: men seeking women, women seeking men, men seeking men, and women seeking women.

The results, which were presented in Table 5 in the previous chapter, seem to suggest gender differences in the levels of homophily. In most variables where homophily is present, females display slightly higher levels of homophily than do males. This homophily is evident when comparing males seeking females to females seeking males as well as in comparing males seeking males and females seeking females.

African American's displayed higher levels of homophily than did Caucasians in the relationship combinations of males seeking females, females seeking males, and females seeking females. When looking at males seeking females and females seeking males, younger advertisers showed more homophily in age selection. Male advertisers depicted homophily in political preference, whereas females failed to display at least a moderate degree of homophily.

This research also included an inductive coding analysis of behavior patterns that emerged in paragraphs

written by each advertiser. In analyzing the behavior patterns, there was one behavior that depicted homophily in males seeking males, females seeking males, males seeking males and females seeking females. Those advertisers who said they were honest themselves and desired someone whom they described as honest depicted at least a moderate degree of homophily.

Other behavior patterns exhibited homophily in at least three of the four relationship combinations. In females seeking males, males seeking males, and females seeking females, intellectual behavior showed at least a moderate degree of homophily. This finding compliments the moderate degree of homophily found in the demographic characteristic of education. Chivalry proved to depict homophily in males seeking females, females seeking males, and females seeking females. However, for the remaining 23 variables developed from the inductive coding of the advertisers' paragraphs, low levels or no levels of homophily were detected.

This study possesses several limitations worth noting. As previously stated, the age range selected included only those advertisers in their early twenties, and advertisers included in the sample resided in a medium sized city in the Southern United States. Changing the age of the

advertiser as well as the area studied could produce higher or lower levels of homophily among the demographic characteristics and interest variables used in the study. Also, the sample size was significantly smaller for male advertisers seeking other males and female advertisers seeking other females. If it were possible to structure the sample size in such a way as to increase the number of advertisers seeking a homosexual relationship, the results would be more robust for the two homosexual groups studied.

This study has limited generalizability in that it utilized one web site focusing on individuals living within a five mile radius of one city in the Southern United States. As interesting as some of the findings turned out to be for this study, the results are only applicable to the population included in the sample. A more accurate perception of the principle of homophily could possibly be depicted if the steps used in this study were replicated using different websites and focusing on several different areas of the country.

In the future researchers should replicate this study on advertisers of an older age. The principle of homophily could be more prevalent in advertisers who are closer to the age of marriage and not still in the "dating" stage of life. This study could also benefit from examining the

geographic distance advertisers are willing to cross to meet another individual. Previous research has said a lot about how homophily is affected by geographic distance. It would certainly be interesting to see if distance plays into the degree of homophily found in people who utilize online personal advertisements.

APPENDIX A**COPY OF ON-LINE PERSONAL ADVERTISEMENT**

Yahoo! Personals -- Better first dates. More second dates. Discover great singles at [Y81](#). Page 1 of 3

[Yahoo!](#) [My Yahoo!](#) [Mail](#)

YAHOO! PERSONALS

Welcome, rockybabe94
[[Sign Out](#), [My Account](#)]

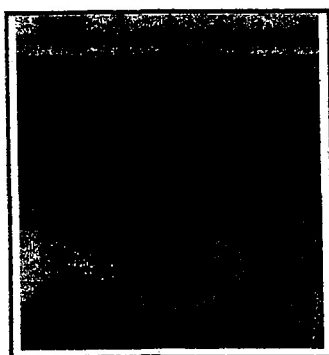
Search
the Web

[Personals Home](#)

[Home](#) | [Search](#) | [How It Works](#) | [Mailbox](#) | [Saved Profiles](#) | [My Profile](#) | [Premier](#) | [Subsc](#)

Profile Details: [Back to Search Results](#)

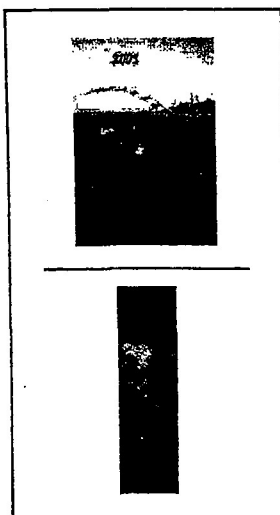
114 of 208 matches < [Prev](#) | [N](#)



About Me and My Match

Our Personality Fit: Poor

[View All My Photos \(4\)](#)



The one and only sweetthang

Age: 20; Nashville, TN
Active during the last 2 months

About Me

First Name:	Cherree
Gender:	Woman seeking a Man
Marital Status:	Single - never married
Body Type:	Average
Height:	5' 2"
Eyes:	Brown
Hair:	Light Brown
Ethnicity:	African American (black)
Personality Type:	Champion [?]
Love Style:	Romantic [?]
Sense of Humor:	Friendly, Clever / Quick Witted, Dry / Sarcastic, Goofy
Social Setting:	Shy at first, but warm up quickly, Side kick, Flirt
TV Watching:	Couch Potato, Dramas, Movies, Soaps, soaps, soaps, Channel Hopper
Smoking:	Smokes often
Drinking:	Drinks socially
Living Situation:	With roommate(s), Family and friends visit often
Have Kids:	No
Want (more) kids:	Not sure
Education:	High School Grad
Employment Status:	Full-time
Occupation:	Food Service
Income:	I'll tell you later
Religion:	Christian
Attend Services:	Rarely
Political Views:	Conservative
Astrology:	Libra
Languages:	English
Interests:	Family, Movies, Listening to Music, Outdoor Activities, Reading, Theater, Travel, Computers / Internet, Television, Playing Music, Playing Sports

In my own words

Hi there is only a few words that describe me. Like outgoing,

Send me a note

[Email Me!](#)

[Break the Ice for FREE!](#)

Profile Tools:

[Save Profile](#)

[Hide Profile](#)

Share Profile:

[Email to friend](#)

[IM to friend](#)

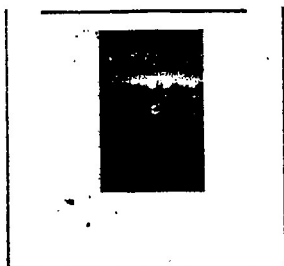
Jump start your dating life...

Send all the emails you want FREE for 7 Days...

Start Now!

Report a concern

Yahoo! Personals – Better first dates. More second dates. Discover great singles at Y... Page 2 of 3



secret and for to be around if you want to know more just ask

Like what you see? I'm waiting to hear from you:

Send me an Email

Break the Ice for FREE!

About My Match

Location:	Within 50 miles of Nashville, TN
Age:	21 - 25
Marital Status:	Single - never married
Body Type:	Average, Athletic, Fit
Height:	3' 0" - 7' 11"
Eyes:	Black, Brown, Gray, Hazel
Hair:	Black, Light Brown
Ethnicity:	African American (black)
Sense of Humor:	Friendly, Clever / Quick Witted, Dry / Sarcastic, Goofy
Social Setting:	The life of the party, Shy at first, but warm up quickly, Side kick, Flirt
TV Watching:	Any
Personality Type:	Explorer, Idealist, Leader, Traditionalist, Individualist, Giver, Creator, Champion, Protector
Love Style:	Romantic, Passionate, Spontaneous, Destined, Sensible, Careful
Smoking:	Any
Drinking:	Any
Living Situation:	Alone, With roommate(s)
Have Kids:	No
Want (more) kids:	Not sure
Education:	High School Grad, Some College, College Grad, Post-Graduate
Employment Status:	Full-time, Part-time, Student
Occupation:	Any
Income:	Any
Religion:	Christian
Attend Services:	Any
Political Views:	Any
Astrology:	Any
Languages:	English
Interests:	Any

Profile ID: personals-1142373234-643057

[Back to Search Results](#)

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APPENDIX B**CODEBOOK FOR DEDUCTIVE AND INDUCTIVE ANALYSES****Codebook for Deductive Analyses**

Variable 1: (sex) sex of the advertiser

1 = male

2 = female

Variable 2: (sexdes) sex desired

1 = male

2 = female

3 = bi sexual

Variable 3: (relsht) relationship sought

1 = male seeking female

2 = female seeking male

3 = male seeking male

4 = female seeking female

Variable 4: (age) age of advertiser as listed

1= 20

2= 21

3= 22

4= 23

5= 24

6= 25

Variable 5: (agedes) age desired as listed

(list each individual age range)

Variable 6: (typrel) type of relationship desired

1= friend

2= dating

3= long term relationship

4= sexual activity

5= unclear

6= no information listed

Variable 7: (bodtyp) body type of advertiser

1= slim/slender

2= average

3= athletic/fit

4= a few extra pounds/thick

5= large/voluptuous

6= not specified

Variable 8: (desslbt) advertiser desires slim/slender body type

1= yes

2= no

Variable 9: (desavbt) advertiser desires average body type

1= yes

2= no

Variable 10: (desatfbt) advertiser desires athletic/fit body type

1= yes

2= no

Variable 11: (desexpbt) advertiser desires a few extra pounds/thick body type

1= yes

2= no

Variable 12: (deslvbt) advertiser desires large/voluptuous body type

1= yes

2= no

Variable 13: (desaybt) advertiser desires any body type

1= yes

2= no

Variable 14: (relig) religion of advertiser

1=Buddhist/Taoist

2= Christian

3= Hindu

4=Jewish

5= Islam

6= Agnostic

7= Protestant

8= Catholic

9= Atheist

10= LDS

11= Christian/other
12= non religious
13= spiritual not religious
14= scientology
15= other
16= not specified

Variable 15: (desbuddrl) advertiser desires
Buddhist/Taoist religion
1= yes
2= no

Variable 16: (deschr1) advertiser desires Christian
religion
1= yes
2= no

Variable 17: (deshinrl) advertiser desires Hindu religion
1= yes
2= no

Variable 18: (desjewrl) advertiser desires Jewish religion
1= yes
2= no

Variable 19: (desislrl) advertiser desires Islam religion
1= yes
2= no

Variable 20: (desagn) advertiser desires agnostic
1= yes
2= no

Variable 21: (desprtrl) advertiser desires Protestant
religion
1= yes
2= no

Variable 22: (descatrl) advertiser desires Catholic
religion
1= yes
2= no

Variable 23: (desath) advertiser desires atheist
1= yes
2= no

Variable 24: (deslds) advertiser desires LDS

1= yes

2= no

Variable 25: (deschotr1) advertiser desires

Christian/other religion

1= yes

2= no

Variable 26: (desnrel) advertiser desires nonreligious

1= yes

2= no

Variable 27: (desspnr) advertiser desires spiritual not
religious

1= yes

2= no

Variable 28: (desscienr1) advertiser desires scientology
religion

1= yes

2= no

Variable 29: (desothr1) advertiser desires other religion

1= yes

2= no

Variable 30: (desayr1) advertiser desires any religion

1= yes

2= no

Variable 31: (relatt) religious attendance of advertiser

1= more than once a week

2= weekly

3= monthly

4= only on the holidays

5= rarely

6= never

7= not specified

Variable 32: (desmowkat) advertiser desires more than once
a week religious attendance

1= yes

2= no

Variable 33: (deswkat) advertiser desires weekly religious attendance

1= yes

2= no

Variable 34: (desmthat) advertiser desires monthly religious attendance

1= yes

2= no

Variable 35: (desholat) advertiser desires religious attendance only on holidays

1= yes

2= no

Variable 36: (desrarat) advertiser desires rare religious attendance

1= yes

2= no

Variable 37: (desnevat) advertiser desires never any religious attendance

1= yes

2= no

Variable 38: (desayat) advertiser desires any religious attendance

1= yes

2= no

Variable 39: (race) race/ethnicity of advertiser

1= African American (black)

2= Asian

3= Caucasian (white)

4= East Indian

5= Hispanic/Latino

6= Middle Eastern

7= Native American

8= Pacific Islander

9= inter-racial

10= other

11= not specified

Variable 40: (desafamr) advertiser desires African American (black) race/ethnicity

1= yes

2= no

Variable 41: (desasr) advertiser desires Asian
race/ethnicity

1= yes

2= no

Variable 42: (descaur) advertiser desires Caucasian
(white) race/ethnicity

1= yes

2= no

Variable 43: (deseinr) advertiser desires East Indian
race/ethnicity

1= yes

2= no

Variable 44: (deshislr) advertiser desires Hispanic/Latino
race/ethnicity

1= yes

2= no

Variable 45: (desmider) advertiser desires Middle Eastern
race/ethnicity

1= yes

2= no

Variable 46: (desnamr) advertiser desires Native American
race/ethnicity

1= yes

2= no

Variable 47: (despisr) advertiser desires Pacific Islander
race/ethnicity

1= yes

2= no

Variable 48: (desintr) advertiser desires inter-racial
race/ethnicity

1= yes

2= no

Variable 49: (desothrc) advertiser desires other
race/ethnicity

1= yes

2= no

Variable 50: (desayrc) advertiser desires any race

1= yes

2= no

Variable 51: (mstatus) marital status of advertiser

1= single/never married

2= divorced

3= widowed

4= separated

5= not specified

Variable 52: (dessngnm) advertiser desires marital status
of single/never married

1= yes

2= no

Variable 53: (desdivms) advertiser desires marital status
of divorced

1= yes

2= no

Variable 54: (deswidms) advertiser desires marital status
of widowed

1= yes

2= no

Variable 55: (dessepms) advertiser desires marital status
of separated

1= yes

2= no

Variable 56: (desayms) advertiser desires any marital
status

1= yes

2= no

Variable 57: (photo) photograph provided by advertiser

1= 1 photograph

2= more than 1 photograph

3= no photograph

Variable 58: (educat) educational level of advertiser

1= some high school

2= high school grad

3= some college

4= college grad

5= post-grad

6= not specified

Variable 59: (deshisch) advertiser desires some high school
1= yes
2= no

Variable 60: (deshischgr) advertiser desires a high school grad
1= yes
2= no

Variable 61: (descoll) advertiser desires some college
1= yes
2= no

Variable 62: (descollgr) advertiser desires a college grad
1= yes
2= no

Variable 63: (desptgr) advertiser desires a post-grad
1= yes
2= no

Variable 64: (desayedu) advertiser desires any education
1= yes
2= no

Variable 65: (smoke) smoking preference of advertiser
1= non smoker
2= smokes daily
3= smokes socially
4= not specified

Variable 66: (desnsm) advertiser desires non smoker
1= yes
2= no

Variable 67: (desdaism) advertiser desires a daily smoker
1= yes
2= no

Variable 68: (dessocsm) advertiser desires a social smoker
1= yes
2= no

Variable 69: (desaysm) advertiser desires any smoking habit
1= yes
2= no

Variable 70: (drink) drinking habit of advertiser
1= non drinker
2= socially
3= daily
4= not specified

Variable 71: (desnd) advertiser desires a non drinker
1= yes
2= no

Variable 72: (dessocd) advertiser desires a social drinker
1= yes
2= no

Variable 73: (desdld) advertiser desires a daily drinker
1= yes
2= no

Variable 74: (desayd) advertiser desires any drinking habit
1= yes
2= no

Variable 75: (polit) political views of advertiser
1= very conservative
2= conservative
3= middle of the road
4= liberal
5= very liberal
6= not political
7= not specified

Variable 76: (desvconpol) advertiser desires very conservative political views
1= yes
2= no

Variable 77: (desconpol) advertiser desires conservative political views
1= yes
2= no

Variable 78: (desmidrdpol) advertiser desires middle of the road political views

1= yes

2= no

Variable 79: (deslibpol) advertiser desires liberal political views

1= yes

2= no

Variable 80: (desvlebpol) advertiser desires very liberal political views

1= yes

2= no

Variable 81: (desnopol) advertiser desires not political

1= yes

2= no

Variable 82: (desaypol) advertiser desires any political views

1= yes

2= no

Variable 83: (employ) employment status of advertiser

1= full-time

2= part time

3= homemaker

4= retired

5= self-employed

6= student

7= unemployed

8= work at home

9= not specified

Variable 84: (desftem) advertiser desires full time employment

1= yes

2= no

Variable 85: (desptem) advertiser desires part time employment

1= yes

2= no

Variable 86: (deshmem) advertiser desires homemaker
1= yes
2= no

Variable 87: (desretem) advertiser desires retired
1= yes
2= no

Variable 88: (desslfem) advertiser desires self-employed
1= yes
2= no

Variable 89: (desstuem) advertiser desires student
1= yes
2= no

Variable 90: (desunem) advertiser desires unemployed
1= yes
2= no

Variable 91: (deswrhmem) advertiser desires work at home
1= yes
2= no

Variable 92: (desayem) advertiser desires any employment
1= yes
2= no

Variable 93: (hkid) advertiser has kids
1= yes
2= no
3= not specified

Variable 94: (deshkid) advertiser desires someone with
kids
1= yes
2= no

Variable 95: (deshnkid) advertiser desires someone without
kids
1= yes
2= no

Variable 96: (deshaykid) advertiser desires any kids
1= yes
2= no

Variable 97: (wmkid) advertiser wants (more) kids

1= yes

2= no

3= not sure

4= not specified

Variable 98: (deswmkd) advertiser desires someone who wants (more) kids

1= yes

2= no

Variable 99: (desnwmkd) advertiser desires someone who doesn't want (more) kids

1= yes

2= no

Variable 100: (desnswmkd) advertiser desires someone who is not sure want (more) kids

1= yes

2= no

Variable 101: (desnewmkd) advertiser desires any for want (more) kids

1= yes

2= no

Variable 102: (astrol) astrology of advertiser

1= Aries

2= Taurus

3= Gemini

4= Cancer

5= Leo

6= Virgo

7= Libra

8= Scorpio

9= Sagittarius

10= Capricorn

11= Aquarius

12= Pisces

13= not specified

Variable 103: (desarast) advertiser desires Aries astrology

1= yes

2= no

Variable 104: (destaast) advertiser desires Taurus
astrology
1= yes
2= no

Variable 105: (desgeast) advertiser desires Gemini
astrology
1= yes
2= no

Variable 106: (descaast) advertiser desires Cancer
astrology
1= yes
2= no

Variable 107: (desleast) advertiser desires Leo
1= yes
2= no

Variable 108: (desviast) advertiser desires Virgo
astrology
1= yes
2= no

Variable 109: (desliast) advertiser desires Libra
astrology
1= yes
2= no

Variable 110: (desscast) advertiser desires Scorpio
astrology
1= yes
2= no

Variable 111: (dessaast) advertiser desires Sagittarius
astrology
1= yes
2= no

Variable 112: (descapast) advertiser desires Capricorn
astrology
1= yes
2= no

Variable 113: (desagast) advertiser desires Aquarius
astrology
1= yes
2= no

Variable 114: (despiast) advertiser desires Pisces
astrology
1= yes
2= no

Variable 115: (desayast) advertiser desires any astrology
1= yes
2= no

Variable 116: (adart) advertiser interested in arts
1= yes
2=no

Variable 117: (adcomser) advertiser interested in
community service
1= yes
2= no

Variable 118: (addanc) advertiser interested in dancing
1=yes
2=no

Variable 119: (adding) advertiser interested in dining
1= yes
2= no

Variable 120: (adfam) advertiser interested in family
1= yes
2= no

Variable 121: (admov) advertiser interested in movies
1=yes
2=no

Variable 122: (adlismus) advertiser interested in
listening to music
1= yes
2= no

Variable 123: (adodact) advertiser interested in outdoor activities
1= yes
2= no

Variable 124: (adphot) advertiser interested in photography
1= yes
2= no

Variable 125: (adplmus) advertiser interested in playing music
1= yes
2= no

Variable 126: (adplsprt) advertiser interested in playing sports
1= yes
2= no

Variable 127: (adread) advertiser interested in reading
1= yes
2= no

Variable 128: (adrelsp) advertiser interested in religion/spirituality
1= yes
2= no

Variable 129: (adwatsprt) advertiser interested in watching sports
1= yes
2= no

Variable 130: (adtheat) advertiser interested in theatre
1= yes
2= no

Variable 131: (adtrav) advertiser interested in traveling
1= yes
2= no

Variable 132: (adcook) advertiser interested in cooking
1= yes
2= no

Variable 133: (adcomint) advertiser interested in
computer/Internet

1= yes

2= no

Variable 134: (adgam) advertiser interested in gaming

1= yes

2= no

Variable 135: (adtv) advertiser interested in television

1= yes

2= no

Variable 136: (adgard) advertiser interested in gardening

1= yes

2= no

Variable 137: (adcraf) advertiser interested in crafts

1= yes

2= no

Variable 138: (adhlthfit) advertiser interested in
health/fitness

1= yes

2= no

Variable 139: (adnoint) advertiser has no interests

1= yes

2=no

Variable 140: (desart) interest in arts desired

1= yes

2= no

Variable 141: (descomser) interest in community service
desired

1= yes

2= no

Variable 142: (desdanc) interest in dancing desired

1= yes

2= no

Variable 143: (desding) interest in dining desired

1= yes

2= no

Variable 144: (desfam) interest in family desired
1= yes
2= no

Variable 145: (desmov) interest in movies desired
1= yes
2= no

Variable 146: (deslismus) interest in listening to music
desired
1= yes
2= no

Variable 147: (desodact) interest in outdoor activities
desired
1= yes
2= no

Variable 148: (desphot) interest in photography desired
1= yes
2= no

Variable 149: (desplmus) interest in playing music desired
1= yes
2= no

Variable 150: (desplsprt) interest in playing sports
desired
1= yes
2= no

Variable 151: (desread) interest in reading desired
1= yes
2= no

Variable 152: (desrelsp) interest in religion/spirituality
desired
1= yes
2= no

Variable 153: (deswatsprt) interest in watching sports
desired
1= yes
2= no

- Variable 154: (destheat) interest in theatre desired
1= yes
2= no
- Variable 155: (destrav) interest in traveling desired
1= yes
2= no
- Variable 156: (descook) interest in cooking desired
1= yes
2= no
- Variable 157: (descomint) interest in computer/Internet desired
1= yes
2= no
- Variable 158: (desgam) interest in gaming desired
1= yes
2= no
- Variable 159: (destv) interest in television desired
1= yes
2= no
- Variable 160: (desgard) interest in gardening desired
1= yes
2= no
- Variable 161: (descraf) interest in crafts desired
1= yes
2= no
- Variable 162: (deshlthfit) interest in health/fitness desired
1= yes
2= no
- Variable 163: (ainterest) advertiser desires interest in anything
1= yes
2= no
- Variable 164: (adfrind) advertiser's humor is friendly
1= yes
2= no

Variable 165: (adclevqw) advertiser's humor is
clever/quick witted
1= yes
2= no

Variable 166: (addrsar) advertiser's humor is
dry/sarcastic
1= yes
2= no

Variable 167: (adcamch) advertiser's humor is campy/cheesy
1= yes
2= no

Variable 168: (adgoof) advertiser's humor is goofy
1= yes
2= no

Variable 169: (adslap) advertiser's humor is slapstick
1= yes
2= no

Variable 170: (adobsc) advertiser's humor is obscure
1= yes
2= no

Variable 171: (adranc) advertiser's humor is raunchy
1= yes
2= no

Variable 172: (adother) advertiser's humor is other
1= yes
2= no

Variable 173: (desfrind) friendly sense of humor is
desired
1= yes
2= no

Variable 174: (desclevqw) clever/quick witted sense of
humor is desired
1= yes
2= no

Variable 175: (desdrsar) dry/sarcastic sense of humor is desired

1= yes

2= no

Variable 176: (descamch) campy/cheesy humor is desired

1= yes

2= no

Variable 177: (desgoof) goofy sense of humor is desired

1= yes

2= no

Variable 178: (desslap) slapstick sense of humor is desired

1= yes

2= no

Variable 179: (desobsc) obscure sense of humor is desired

1= yes

2= no

Variable 180: (desranc) raunchy humor is desired

1= yes

2= no

Variable 181: (ahumor) advertiser desires any sense of humor

1= yes

2= no

Variable 182: (distance) search distance desired by advertiser

1= only in city

2= 5 miles

3= 10 miles

4= 15 miles

5= 25 miles

6= 50 miles

7= 100 miles

8= 250 miles

Codebook for Inductive Analyses of Paragraphs (used for Variables 183 - 188).

- 1) Chivalry
- 2) Kindness/caring/genuine/loving/compassionate/respect
- 3) Independence
- 4) Adventurous/fun-loving(hanging-out)
- 5) Experimental/try new things
- 6) Athletic/active
- 7) Laid-back/easy-going/relaxed
- 8) Family oriented
- 9) Adaptive/versatile
- 10) Honesty/straightforward
- 11) Fast-paced/energetic
- 12) Hard-working/ambitious
- 13) Reserved/shy
- 14) Religious/spiritual
- 15) Enjoys being out and about
- 16) Intellectual/intelligent
- 17) Masculine/muscles
- 18) Friendly/meet new people/outgoing
- 19) Passionate about life
- 20) Open-minded/understanding
- 21) Good personality/down-to-earth/positive good attitude

- 22) Creative
- 23) Looking for the "one"/romance
- 24) Hook-up/sexual
- 25) Looking for anything/desperation
- 26) Funny/good sense of humor

APPENDIX C

DATA EXTRACTION FORM

Coding Form: CASE # _____

Factor	Code
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Factor	Code
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Factor	Code
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Factor	Code
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Paragraph	
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APPENDIX D

RELIABILITY ANALYSIS

Variable	Label	Cases Coded the Same	Percentage Coded Same
Deductive Coding			
Var 1	Sex	51	100%
Var 3	Relationship	51	100%
Var 4	Age	51	100%
Var 6	Type Relationship	51	100%
Var 7	Body Type	51	100%
Var 10	Athletic/Fit Body Type	51	100%
Var 15	Buddhist/Taoist Desired	51	100%
Var 20	Agnostic Desired	51	100%
Var 25	Christian/Other Desired	51	100%
Var 30	Any Religion Desired	51	100%
Var 35	Holiday Rel. Att. Desired	51	100%
Var 40	African American Desired	51	100%
Var 45	Middle Eastern Desired	51	100%
Var 50	Any Race Desired	51	100%
Var 55	Seperated Status Desired	51	100%
Var 60	High School Grad. Desired	51	100%
Var 65	Smoking Habit of Advertiser	51	100%
Var 70	Drinking Habit of Advertiser	51	100%
Var 75	Political Veiw of Advertiser	51	100%
Var 80	Very Liberal Desired	51	100%
Var 85	Part-time Employment Desired	51	100%
Var 90	Unemployed Desired	51	100%
Var 95	No Kids Desired	51	100%
Var 100	Unsure of Wanting Kids Desired	51	100%
Var 105	Gemini Desired	51	100%
Var 110	Scorpio Desired	51	100%
Var 115	Any Astrology Desired	51	100%
Var 120	Interest in Family	51	100%
Var 125	Interest in Playing Music	51	100%
Var 130	Interest in Theater	51	100%
Var 135	Interest in Television	51	100%
Var 140	Interest in Arts Desired	51	100%
Var 145	Interest in Movies Desired	51	100%
Var 150	Interest in Playing Sports Desired	51	100%
Var 155	Interest in Traveling Desired	51	100%
Var 160	Interest in Gardening Desired	51	100%
Var 165	Advertiser has Clever Humor	51	100%
Var 170	Advertiser has Obscure Humor	51	100%
Var 175	Dry/Sarcastic Humor Desired	51	100%
Var 180	Raunchy Humor Desired	51	100%
Inductive Coding			
Var 184	Advertiser Primary	10	20%
Var 185	Advertiser Secondary	11	22%
Var 186	Advertiser Thirdly	29	56%
Var 187	Seeking Primary	10	20%
Var 188	Seeking Seconary	17	33%
Var 189	Seeking Thirdly	30	58%

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